

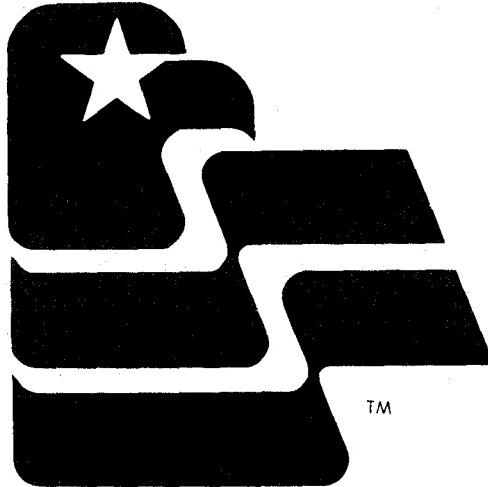
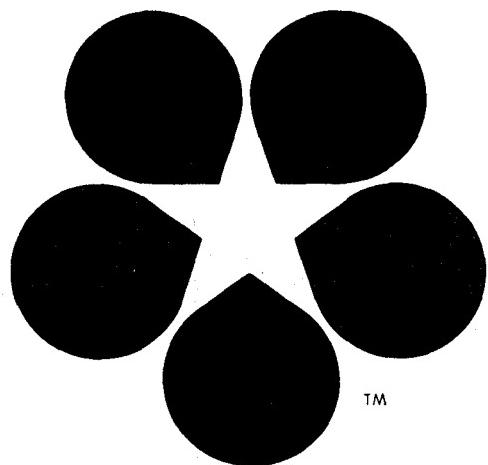
THE JOURNAL OF EMPLOYEE RECREATION  
HEALTH AND EDUCATION

February, 1976

IN THIS ISSUE

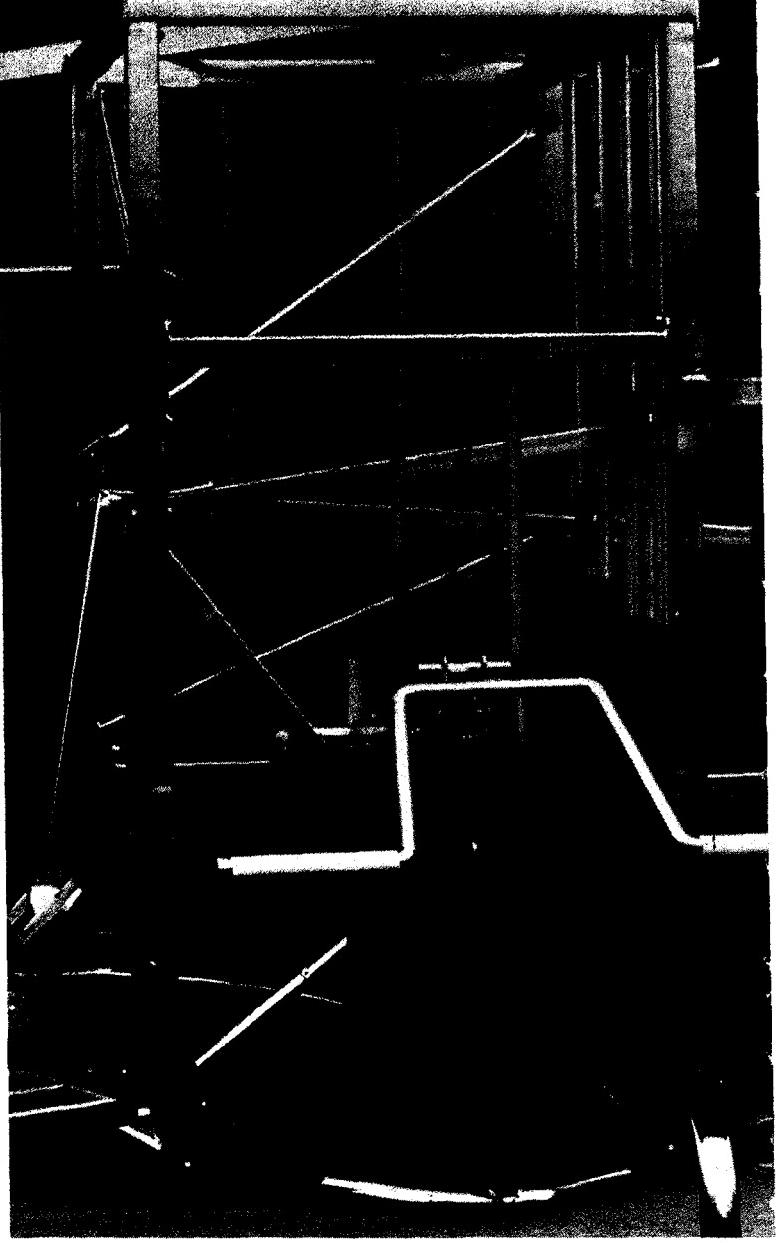
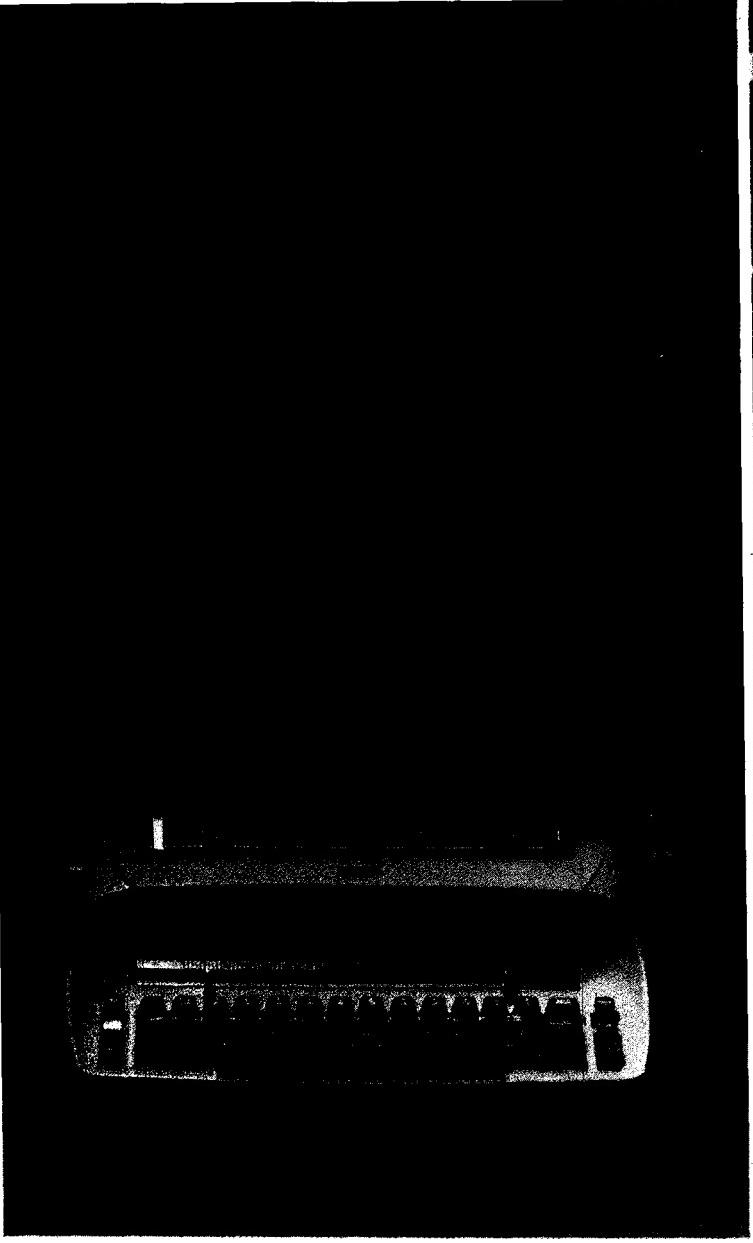
- Travel Information Service
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# recreation management



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THE JOURNAL OF EMPLOYEE RECREATION, HEALTH AND EDUCATION

February, 1976

# recreation management

Volume 19, Number 1

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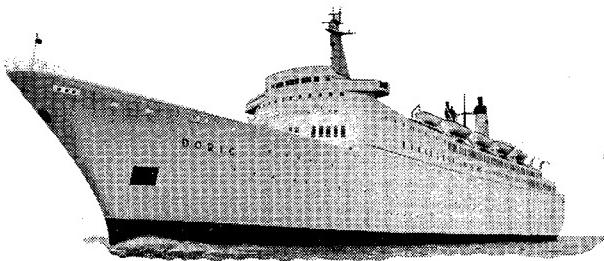
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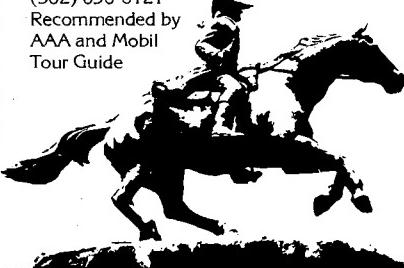
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### **Hotel du Pont**

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On an expanse of over 400 acres, this property includes an 18-hole golf course (automatic sprinkler), 7 lakes for fishing and boating, and over 300 lakeside and golf course homesites with mountain views. It offers a mile frontage on a trout creek, swimming pools and tennis courts, plus a clubhouse with a dining room, bar, snack room, pro shop, and lockers. Also on the property are city water mains and a building with six furnished apartments (stone/brick/frame model Rambler). Ninety minutes from Baltimore and Washington, the area is served by four interstate highways. Amtrak and large airport service are also nearby.

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# nira news

### **Frontier Airlines first with safety system**

A new safety system that alerts pilots to potentially dangerous flight paths was put into fleet-wide operation in mid-November by Frontier Airlines.

Frontier was the first airline to comply with a federal directive requiring all US carriers to put the device — called the "Ground Proximity Warning System (GPWS)" — into operation by December 1. The system is now being used on Frontier's fleet of seventeen Boeing 737 jets and twenty-eight Convair 580 propjets.

Receiving electronic signals from airborne instruments, the GPWS measures the position of the aircraft relative to the ground. When a plane strays from its normal flight path, the system warns the pilot by producing a loud "whooping" sound along with the aural command, "Pull Up, Pull Up."

Cost of the devices and their installation on Frontier's fleet was approximately \$1.1 million.

### **Greyhound renews popular "Ameripass" . . .**

Greyhound Lines' seven-day, \$76 unlimited travel pass was renewed January 5. The pass, which expired December 15, will be available for sale through March 31 and for travel through April 7. The Ameripass, still \$76, allows passengers trips of unlimited distance throughout the United States by Greyhound and other cooperating bus companies. In many instances, the pass offers the most economical means of long-distance transportation.

Greyhound offers three other unlimited travel plans: a 15-day Ameripass for \$125, a one-month pass for \$175, and a two-month ticket for \$250. All four Ameripass

plans offer travel over Greyhound's more than 100,000 miles of routes throughout the US and Canada. No reservations are required and up to 150 pounds of luggage is allowed at no additional cost.

Additional information on the Ameripass is available from Greyhound or your travel agent.

### **. . . and opens Bicen' Housing Bureau**

Greyhound has swung into the Bicentennial with a special program designed to provide travelers with hotel rooms in New York, Washington, Williamsburg, Philadelphia, and Boston.

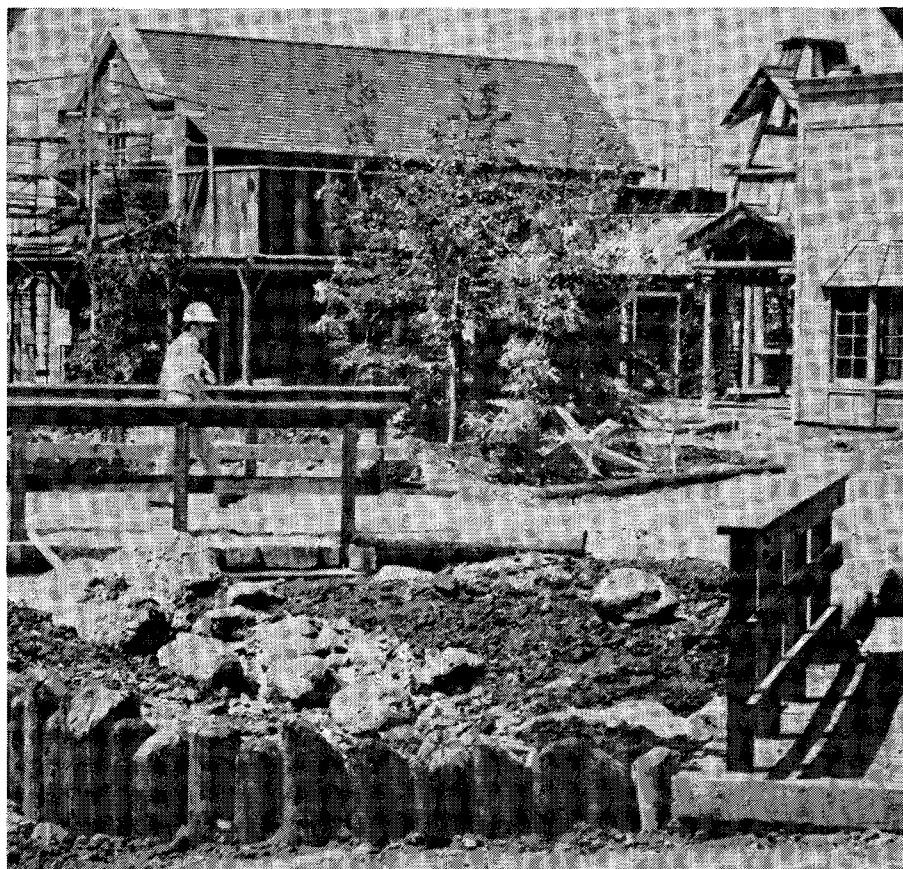
"All of our escorted and independent tours and regular service offer opportunities to see historical sites and Bicentennial events," said Greyhound Vice President-Sales Charles D. Kirkpatrick, "but we want to be sure hotel accommodations are as readily available during the busy period. We have made arrangements for rooms for individuals and groups in the cities that expect the heaviest Bicentennial travel."

Information about rates and reservations can be secured by contacting the Greyhound Bicentennial Housing Bureau, 625 Eighth Avenue, New York, NY 10018.

### **Marriott Great Americas® open this spring**

Marriott's two new theme parks are set to open for Bicentennial crowds in the spring of this year. The Great America in Santa Clara, California is virtually completed and scheduled for a March 20 opening. The cooler climes of Gurnee, Illinois will see the mid-western Great America open on May 29.

Both parks are designed to present five famous and fun American regional pasts: Hometown Square,



**Alaskan Gold Rush days in the Yukon are revived in Marriott's Great America®, now under construction in Gurnee, Illinois.**

Yukon Territory, Great Midwest Livestock Exposition and County Fair, Orleans Place, and Yankee Harbor. Hosts and hostesses will contribute to the atmosphere in each theme area, wearing a total of over 6,000 period costumes.

In addition to more than a dozen live entertainment theaters and attractions, the parks boast a repertoire of exclusive rides such as The Turn of the Century and Barney Oldfield Speedway. The Turn of the Century track spins riders around through a corkscrew track. The Barney Oldfield Speedway hosts 4-cylinder, 8-horsepower racers that zoom past spectators at the break-neck speed of 5 miles per hour.

On the "dock" at Yankee Harbor, workers are unpacking more than 15,000 gift items, ranging in price from pennies to \$1,500.

Even with the plethora of theme parks across the country, Marriott hopes that its sparkling new Americana parks will take the public's fancy in this year of Bicentennial fervor.

**continued  
on following page**

RM, February, 1976

# The French Way in Paris

**Group Land Programs  
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Program includes:

- 6 nights in a First Class hotel
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- All taxes & service.

For more information, circle Reader Service card or contact: Mr. Ivan Damyanoff Air France (212) 758-6300

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\*From Nov. 21, 1975 to Mar. 31, 1976.

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AS MUCH TO YOUR  
EMPLOYEES  
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**... and it can be financially self-supporting!**

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# THE beach club HOTEL



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## NIRA News continued



King Louie's plant in Baxter Springs, Kansas will undergo expansion.

### King Louie growth means plant expansion

Michael Milens, Executive Vice-President of King Louie International, has announced that ground was broken in November for an addition to the sport clothing company's manufacturing plant in Baxter Springs, Kansas. The expansion will increase King Louie's capacity by 40%. A dramatic increase in sales and demand for King Louie Bowling Apparel and PRO/FIT nylon jackets during the last several years has necessitated the addition to the plant, originally built in 1971.

King Louie's 1976 line of bowling apparel and PRO/FIT nylon jackets is now available. For information and a 1975-76 catalog, write King Louie International, Inc., 311 West 72nd Street, Kansas City, Missouri 64114.

### Sea World offers 90-minute guided tour

In response to numerous requests, Sea World at Mission Bay, San Diego has initiated guided tours. The 90-minute walking tours give visitors an insider's view of the park. Tourists learn about the fascinating marine inhabitants of the park and about the park's specialized systems for keeping both residents and visitors comfortable, happy, and entertained.

Specially trained guides limit their tours to groups of twenty-five or

fewer guests, in order to promote a more personalized experience. The tours are designed for adults, but children are welcome to participate. Already, bi-lingual guides are available for Spanish- and German-speaking visitors. Soon, a Japanese-speaking guide will join the tour staff.

Tours are just \$1.50 for adults and \$1 for children. They leave about every half hour from 9:30 a.m. to 1:00 p.m. from the park's main gate.

### WB announces new features for '76

Warner Brothers has released fourteen recent popular feature films for first-time distribution outside of major theatres. The movies are available to NIRA member companies for rental through the NIRA/Warner Brothers Film Program.

Top on the list is "Alice Doesn't Live Here Anymore", the widely acclaimed film which won an Academy Award for Ellen Burstyn. The other popular movies included among the recent releases are:

"The Exorcist"

Ellen Burstyn, Max Von Sydow,  
Lee J. Cobb, Linda Blair

"Prisoner of Second Avenue"

Jack Lemmon, Anne Bancroft

"Trial of Billy Jack"

Tom Laughlin

"The Drowning Pool"

Paul Newman, Joanne Woodward

"Rafferty and the Golddust Twins"

Sally Kellerman

"The Yakuza"

Robert Mitchum, Brian Keith

"Freebie and the Bean"

James Caan, Alan Arkin, Valerie Harper

"Lepke"

Tony Curtis

"The Great Manhunt"

(foreign intrigue)

"Black Christmas"

Olivia Hussey, John Saxon

"Night Moves"

Gene Hackman

"Cleopatra Jones and the Casino of

Gold"

Tamara Dobson

"The Abdication"

Liv Ullmann, Peter Finch

"Black Samson"

Rockne Tarkington

For more information on the NIRA/Warner Brothers Film Program, contact NIRA headquarters.

### NIRA Newsnotes . . . Six

**Flags over Texas** set a new attendance record at the close of its 1975 season. 2,277,006 people passed through its gates during 170 days of operation. The figure was the largest ever posted by a theme park in the Six Flags chain. General Manager Dan Howells said, "Our surveys indicate that tourists were definitely back on the road after the fuel crisis of 1974. There was an increase of sixteen per cent in the number of visitors who came from outside a 500-mile radius of the park" . . .

**Hillerich and Bradsby Company**, Louisville, Ky., has introduced a new forged golf iron with many of the same qualities as an investment cast club, but with a much lower price tag. H&B's new Grand Slam® iron has an expanded "sweet spot" and a shorter hosel to provide better bal-

ance and to concentrate maximum power behind the ball. The iron matches H&B's famous Grand Slam woods and is available in numbers 2 through 9 in right hand models only . . . **Lufthansa German Airlines** now offers skiers a special service: the latest information on Alpine

snow conditions in Austria, Germany, and Switzerland. Skiers can obtain details on weather conditions, temperature, depth and quality of the snow by telephoning their local or toll-free Lufthansa reservation and information numbers. □

## Goodyear unveils its own "Hall of Fame"

The Goodyear Tire & Rubber Company in Akron, Ohio put its pride in recreation on display recently when Chairman **Charles J. Pilliod, Jr.** unveiled the company's new "Hall of Fame". Pilliod, NIRA's 1975 Employer of the Year, noted that the 48 present and former Goodyear employees honored represent over 20% of the 226 athletes on the Roll of Honor of the

Summit County Sports Hall of Fame in Akron. Goodyear has conducted a formal employee recreation program since 1920.

The permanent "Hall of Fame" display is located outside Goodyear's gymnasium. It includes photographs of all 48 Goodyear stars as well as their sports and the years in which they were enrolled in the Hall of Fame.



Participating in unveiling ceremonies at the Goodyear "Hall of Fame" are, left to right: Pete McCaffrey, an Olympic gold medal winner in basketball; Gene Woodling, a veteran of seven New York Yankees World Series championship teams; President Pilliod; and Hayes Jenkins, Olympic gold medalist in figure skating.

# More ways your customers can afford to have fun.

**Here are just a few examples offered by our customers:**

**PHILIPPINES/30 days  
from Oakland (TGC)**

**Minimum Price \$505.00  
Maximum Price \$606.00**

Orientex Charters, 421 Powell Street, Suite 350, San Francisco, CA 94102, offers 14 departures to Manila, between December 1975 and December 1976. Passengers are eligible for the Philippine Department of Tourism's Balikbayan Program which provides special customs courtesy, discounts at various stores in Manila and a "tax holiday." The above prices include air transportation only on World Airways stretch DC-8's.

**TAHITI/One Week from Chicago,  
Memphis, New York, Denver, Salt  
Lake City, Oklahoma City, Dallas,  
Houston and New Orleans (OTC)**

**From as low as \$589.00\***

Spend a week in exotic enchanting Tahiti. Package price includes 7 nights at the deluxe Tahara'a and Maeva Beach Hotels; flower lei greeting on arrival and shell lei on departure, Welcome Cocktail Party, half day sightseeing, round trip transfers including baggage, all tips, taxes and service charges, and round trip air transportation via World Airways stretch DC-8's. Departures available beginning February 16 through June 7, 1976 from Vanguard Travel Unlimited, Inc., 8800 Highway 7, Minneapolis, Minnesota 55426; DeBry and Hilton Travel Services, Inc., 4835 Highland Drive, Suite 295A, Salt Lake City, Utah 84117; Going Places Travel, Inc., 1139 Fritz Lay Tower, Dallas, Texas 75247; Huffman & Reiter, Inc. - Travel Consultants, 5545 Murray Avenue, Memphis, Tennessee 38117; Matterhorn Travel Service, Inc., 1923 West Street, Annapolis, Maryland 21401. \*Based on double occupancy.

**GRAND BAHAMAS**

From New York City twice weekly starting February 29-May 2, 1976. (OTC) 5 days/4 nights or 4 days/3 nights priced from \$219\*. Onestop Tour Charters, Inc., 300 E. 42nd St., New York, N.Y. 10017 arranges for meals & beverages aloft a World Airways B-727, deluxe air conditioned rooms w/private baths, transfers, baggage handling, a show and two drinks at El Casino, a manager's cocktail party, free green fees, private Princess Beach Club, optional sightseeing tour & hospitality desk. Hotel tax, U.S. & Bahamas departure tax paid. Special holiday departures 8 days/7 nights on December 21-28 and December 28-January 4.

\*Based on double occupancy.

**HAWAII/3 ISLE  
Departing from Los Angeles  
January 23-30, 1976**

**8 Days (ITC) \$399.00\***

Allstate Savings and Loan Association, 5077 Lankershim Boulevard, North Hollywood, California 91601 offers eight relaxing days to begin with a gala welcome party at the Hilo Hawaiian Hotel with two nights at the Kona Hilton for a total of 3 nights on the Orchid Island with stopover on Maui for half day sightseeing; four nights Honolulu at the Ala Moana Hotel with sightseeing in Honolulu. Price includes round trip air transportation, tips, taxes, transfer fees and baggage handling charges.

\*Based on double occupancy.

**HAWAII/3 ISLE  
Departing from Syracuse**

**March 6-20, 1976**

**March 20-April 3, 1976**

**2 weeks (ITC) \$679.00\***

Briere and Gosling Travel, Ltd., 18 Market Street, Potsdam, New York 13676, providing hotel accommodations for seven nights at the Ala Moana Hotel in Honolulu, stopover and sightseeing on the Island of Maui, four nights at the Kona Hilton on the Kona Coast and three nights in Hilo at the Orchid Island Hotel with sightseeing included in both Honolulu and on the Island of Hawaii. Price includes round trip air transportation from Syracuse, lei greeting upon arrival, tips, taxes, transfer fees and all baggage handling.

\*Based on double occupancy.

**HAWAII/Great Escape  
from Boston, New York, Newark  
(OTC) Weekly Saturday departures  
from Feb. 14 to Mar. 27, 1976**

**8 days/7 nights, \$599.00\***

Royal Leisure, Inc., 123 Highland Ave., Needham, Massachusetts 02194 offers eight days and seven nights at Del Webb's fabulous Kuilima resort hotel and country club, the only hotel in Oahu right on the beach. Single price includes four Hawaiian gourmet dinners, two cocktail parties, free swimming and snorkel lessons, free daily golf clinic, free tennis lessons and daytime use of courts, free classes in Hula dancing, lei-making and coconut leaf weaving. Rental equipment is available for all activities and charter members get special, low greens fees. Also included is a flower lei greeting, all transfers, baggage handling and tips, all airport hotel and meal taxes,

pre-registration and a hotel escort for the entire stay. Price includes round trip transportation on World Airways 747 with food, beverages, free in-flight movies and stereo.

\*Based on double occupancy.

**NASSAU/One Week from  
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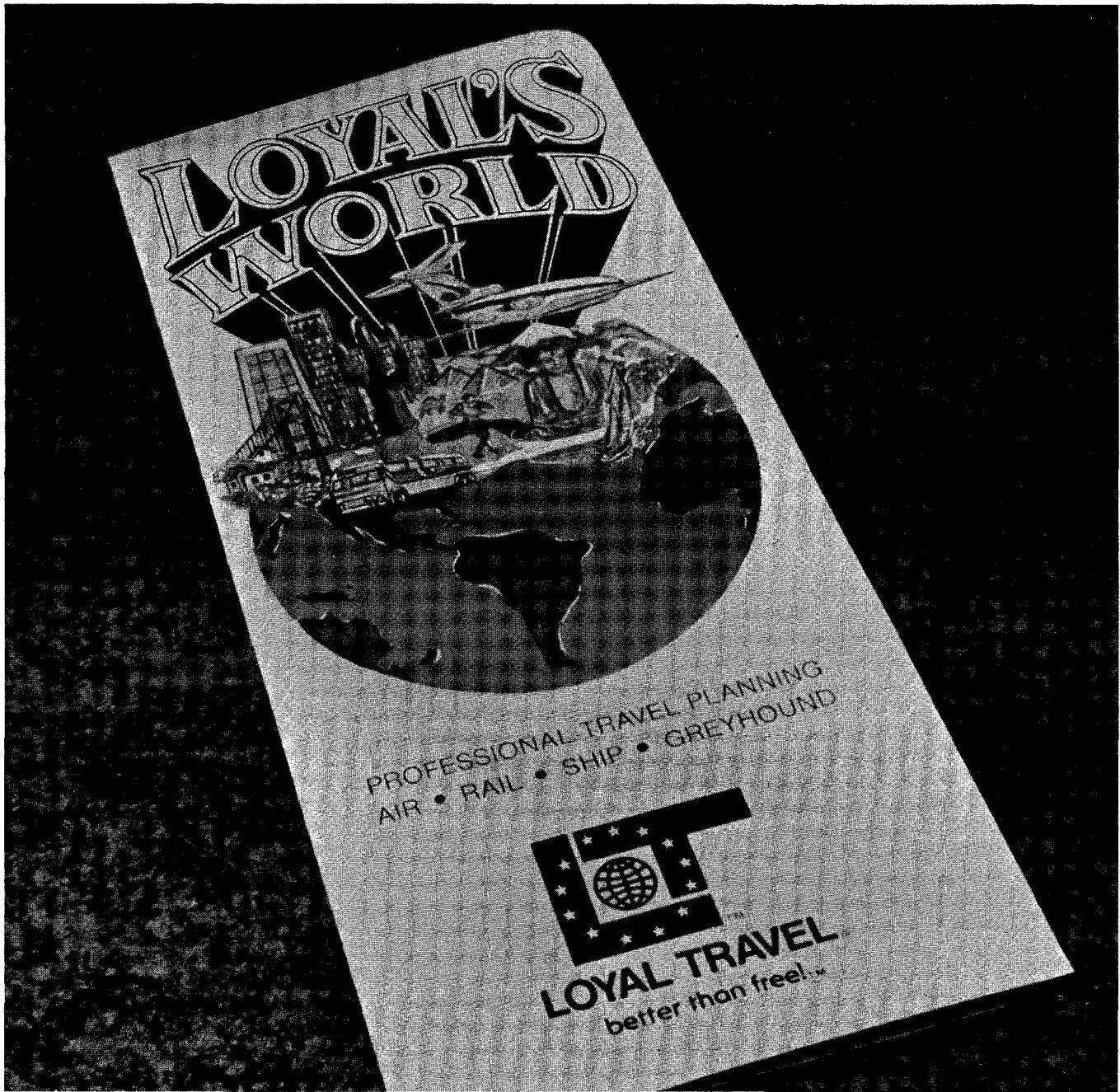
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## associate profile

### Warner Bros. brings latest films to employee audiences

Thanks to NIRA's new Associate member, Warner Bros. Inc., recreation directors can now order top-rated feature films for employee viewing. Named NIRA's official recommended film rental program, the Warner Brothers offering makes full-length modern films available to member recreation clubs, at sensible prices — often at a discount. Generally, the films will be released for rental by NIRA members just 18 months after their release to major theatres, and up to two years before they are shown on television.

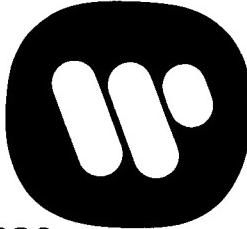
In addition to supplying films for rental, Warner Bros. is prepared to help NIRA recreation directors find the best sort of film programs for their individual companies. Some companies may want to show films in an evening program. Others may want to serialize them over regular company lunch periods. Still others may choose to arrange Saturday shows or special children's programs.

After the recreation director has determined a film schedule and chosen the films which are best suited to the company audience, he or she will welcome the publicity and promotion materials supplied by Warner Bros. Chances are good, however, that once word reaches employees — through the company newspaper and bulletin boards — the films' fame will be all the promotional help needed. For the benefit of employees with young children, the standard rating (G, PG, R, or X) is available for any film.

Recreation clubs are responsible to Warner Bros. for the rental fees attached to each film. They may subsidize the cost entirely and show the films for their employees free of charge. They may want to charge a nominal admission fee to cover all or part of the rental fee. With a minimum of good publicity, a sizable employee "house" will more than cover the cost of rental, with individual admission fees that are below ordinary movie theatre prices. The company may even want to make a complete outing at the movies, by serving refreshments.

Many companies already know how successful a film program can be, with even older films. The new NIRA recommended program from Warner Bros. tailored to each company's needs, may well prove to be one of the most popular elements of the recreation calendar.

CIRCLE READER SERVICE CARD NO. 11.



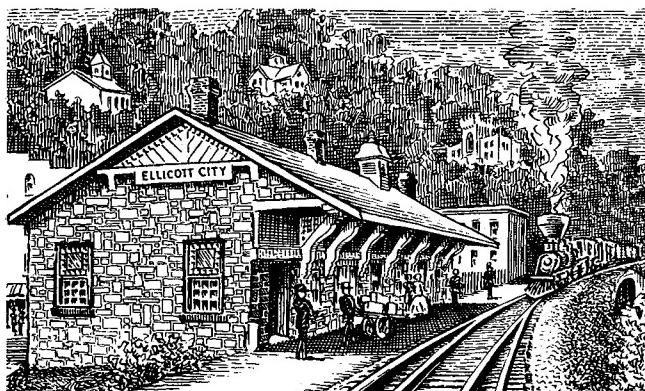
### Howard County, Md. a Bicen' tour center

Howard County and its metropolitan center, Ellicott City, invite Bicentennial travelers from across the United States to make the Maryland community a center for revisiting the early American past. Located mid-way between Washington, D.C. and Baltimore, Md., Howard County retains many historical sights from the early nineteenth century.

Ellicott City traces its beginnings back to 1772, when three Quaker brothers, the Ellicotts, purchased 700 acres in the area. The Ellicotts sowed their land with wheat and built a mill on the Patapsco River to grind it into flour. Later, they built bridges, roads, and a wharf in Baltimore to facilitate the sale of their flour. They expanded, building ironworks, a furnace, and rolling mills, as well as houses, stores, schools, and a Quaker meeting house. In 1831, when railroading was in its infancy, Ellicott Mills became the first Railroad terminal in the United States. In 1851, Howard District was named Howard County and Ellicott Mills was renamed Ellicott City, the county seat. In 1974, the County named Ellicott City as an official historical site.

Modern visitors to Ellicott City can visit the Emory Methodist Church, built in 1837. Mount Ida, an Ellicott home built in 1828 is open to visitors as is the Patapsco Female Institute, a women's finishing school opened in 1837. Tongue Row, a series of working families' cottages owned by a Mrs. Tongue in the 1800's, is now filled with specialty shops. The Ellicott Country Store, built in 1790, offers a line of gifts and antiques. The Colonial Inn and Opera House is reported to have been the site where John Wilkes Booth made his theatrical debut.

Since Ellicott City is situated so closely to the Washington area, Howard County tourist offices provide ample information about nearby Bicentennial tourist attractions.



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# **WELCOME TO NEW MEMBERS**

NIRA Director of Membership, Promotion, and Services, Patrick Stinson reports that membership took a significant jump during the second half of 1975. Organizations and Associates signed on with NIRA, partly through the efforts of Headquarters Staff and partly as a result of enthusiastic help from existing members whose word-of-mouth brought new members to us.

## **ORGANIZATIONS**

Ashland Oil, Ashland, Ky — David Stapf  
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Bechtel Power Corp., St. Johns, Ariz. — Nels Pedersen  
Chemplex Co., Clinton, Iowa — E.J. Houska  
Collins Radio, Cedar Rapids, Iowa — Steve Evanina  
Del Alcali, Monterrey, Mexico — Luis Hinojosa  
Fibras Quimicas, Monterrey, Mexico — Hector Palacios  
Huntington National Bank, Columbus, Ohio — Karen Sharabi  
Hylsa Steel, Monterrey, Mexico — Jesus Prieto  
Interstate Land Development, Waldorf, Md. — Bruce Wright  
Ladrillera, Monterrey, Mexico — Servando Bustos  
Northern States Power Co., Minneapolis, Minn. — Jan Sutton  
Nylon de Mexico, Monterrey, Mexico — Carlos Diaz  
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Sylvania Savings Bank — Norbert Abel

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Busch Gardens, Tampa, Fla. — R. Steven Cooke  
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# news in brief

## Publicity for local Bicen' activities

Legitimate local Bicentennial activities have a possible national publicity outlet through the Discover America Travel Organizations, Inc. (DATO). DATO's intensive media campaign is a comprehensive, nationwide effort to make available to the American public selected listings of the top national and regional travel-oriented Bicentennial activities in 1976.

The program will supply information on more than 2,000 Bicentennial events, individually researched to ensure that they warrant participation by the traveling public.

The "Discover Bicentennial America" campaign is based upon weekly listings of the top activities in each of the nine DATO regions. In addition, a listing of the "Top 20" national events is also provided on monthly basis. Events selected for listing must comply with a critical set of standards, including Bicentennial significance, tourist appeal, quality of event, and travel feasibility. Those who send information for listings must anticipate an 8-10 week lead time to allow for DATO research.

The American Revolution Bicentennial Administration's Bicentennial Information Network (BINET) will serve as the basic source document for project research, but additional event information provided by the travel industry, state and local government tourism offices, and state Bicentennial commissions will play a key role in the success of the program.

The program opened in November, 1975, and will continue through January 2, 1977. All correspondence should be addressed to Bicentennial News Service, Discover America Travel Organizations, 1100 Connecticut Avenue, NW, Washington, DC 20036 (202) 293-3050

## US expects '76 surge in foreign visitors

Increases in international tourist expenditures in the United States during the Bicentennial era are expected to reduce the US travel dollar deficit from the 1974 level of \$3.14 billion to a 1976 mark of \$2 billion, according to recent estimates by the United States Travel Service (USTS). "Travel deficit" is the difference between the amount Americans spend traveling abroad and the amount international tourists spend in the United States.

"As we approach the peak year of the Bicentennial, we expect foreign travel to the United States to grow at a rate greater than the international travel market as a whole, both in terms of arrivals and expenditures," commented Creighton Holden, Assistant Secretary of Commerce for Tourism. "The United States is anticipating a 15 per cent rise in arrivals, totaling 18.1 million visitors, and a 20 per cent increase in international tourist spending in this country, totaling \$6.6 billion," Holden noted.

USTS analysts pinpointed a number of trends in in-coming tourism, including:

- Increased international travel by middle and lower income groups
- Increased group and charter travel
- Smaller traveling parties
- Increasing numbers of women travelers
- More travel to the United States for pleasure
- Increased use of air and bus travel, especially by Mexicans and Canadians

## National Roller Hockey League formed

A new league proposing to establish roller skate hockey as a major amateur game for boys and girls, aged nine through 18, has opened national headquarters in Cherry Hill, New Jersey.

Called the National Roller Hockey League (NRHL), the non-profit organization plans to help recreation departments, sports clubs, and adult groups set up local teams throughout the country for seasonal tournament play, beginning in October, 1976.

According to NRHL President, Leeland S. Mattke, "Roller skate hockey has sparked the interest of tens-of-thousands of American youngsters. A national league will enroll them in an organized program offering sectional, regional, and national championship play."

The League's inaugural program has been officially dubbed "Face-Off '76." A five-year growth estimate issued by the NRHL puts ultimate participation at more than 25,000 teams, involving nearly one-half million young players.

Management and training will be controlled by parents and adults volunteering their time to form neighborhood teams. The NRHL will assist with information on team conscription and sponsorships by local business and industry sources.

Formal game rules will be provided by the NRHL to team managers who will establish game schedules locally. The program will arrange regional and sectional contests leading to national playoffs. Team cups and scholarship awards will go to winners. In addition, All-Star teams will be drawn from various communities to help motivate competitive excellence.

"The popularity of roller hockey is just beginning to surface," said Mattke recent. "The limiting factor until now was the absence of an organization that could knit it together and give the game a truly national character."

The NRHL proposes to enlist skating rinks, schools, churches, shopping centers, and businesses in opening facilities for play. A stretch

RM, February, 1976

of cleared pavement is all that's needed. And game rules have been designed to keep play fast, exciting, and safe," he added.

As structured, the League will field three divisions for boys and girls, each graduated by age: Juniors from 9 to 12; Intermediates from 13 to 15, and; Seniors from 16 to 18. Each will be supplied with appropriate game rules.

Interested recreation clubs, school officials, sports groups, and private citizens may write or call for more information from the National Roller Hockey League, 2141 State Highway 38, Cherry Hill West, Suite 209, Cherry Hill, NJ 08034 (609) 665-6161.

## New site sought for Bowling Hall of Fame

A study to determine a new site for the National Bowling Museum and Hall of Fame has begun with the approval of the board of directors of the American Bowling Congress (ABC) and Women's International Bowling Congress (WIBC). The museum is presently housed in a wing of the headquarters building occupied by the two bowling membership organizations in the Milwaukee suburb of Greendale.

It has been proposed that the new museum center around an oldtime bowling alley which could be developed into a tourist attraction for people of all ages. The growth and development of bowling would be depicted in the museum through the use of audio/visual techniques, artifacts, and memorabilia. A theater, library, and gift shop would be included.

Several sites are expected to be under consideration. No dates for starting or completing the project have been set. The ideal location, according to the organizations, would have easy access, be near centers of the bowling population, and have community interest and support. Bequests, grants, gifts, and national subscription campaigns will finance the project.

continued  
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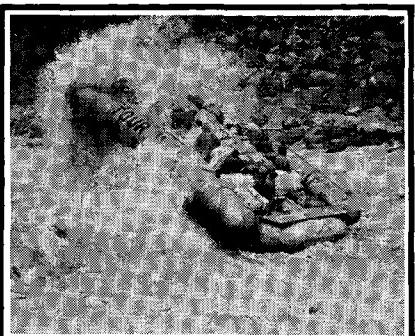
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## News In Brief continued

### National joggers seek new members

The National Jogging Association (NJA) has issued a series of Bicentennial jogging challenges, in hopes of bringing its regular members into the Bicen' celebration and "jogging" more sedentary Americans into joining the NJA. Membership in the Association, however, is not required for participation in the events.

The first challenge, a 76-mile jog, is designed for beginners or people with physical limitations. A longer, 200-mile jog is set up for joggers who are in good condition. For those with unusual stamina and a little extra time to devote to fitness, the NJA sponsors a 1776-mile jaunt. The hardy ones who complete this challenge will be enrolled in the '76 Hall of Fame of the National Jogging Association.

The NJA was founded in 1968 to promote jogging among all people. The organization supports chapter participation, publishes a newspaper, and acts as a clearing house for information about jogging and other aspects of health and preventative medicine. It also offers member discounts on health books and jogging equipment, and conducts health surveys. For a free copy of the NJA's newspaper "The Jogger" and more information, write: National Jogging Association, 1910 K, NW, No. 202, Washington, DC 20006

### New hunting emergency regulations

A migratory bird hunting season can now be closed on a temporary basis if the hunting poses a threat to an endangered or threatened species, according to Lynn A. Greenwalt, Director of the US Department of the Interior's Fish and Wildlife Service.

The new rules, published November 13 in the *Federal Register*, acknowledge that some endangered wildlife does not heed such human regulations as refuge boundaries and hunting seasons and may, therefore, wander into dangerous situations. In order to avoid harm or fatal injury to endangered or threatened species, the Fish and Wildlife Service will close or temporarily suspend, whenever necessary, the migratory bird hunting season in a given area.

The Department of the Interior insists that these regulations support the intent of the Endangered Species Act of 1973 which requires all Federal agencies to carry out their authorities in a manner consistent with the conservation of endangered or threatened species.

The rule has already been used to suspend hunting in counties of California, North Dakota, and New Mexico, when endangered species strayed into areas where hunting (of other birds) posed a threat to their safety. □

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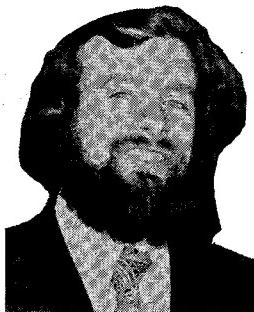
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# Get into America

## An introduction to Bicentennial programming



by  
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Department  
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Recreation  
Association

1976 promises to be an unforgettable year for America. It will feature the celebration of our nation's 200th birthday, a Presidential election, and participation by some of our finest athletes in the Olympics. The combination of these overlapping themes and the wide range of participant interests involved, offer a unique opportunity for those of us in recreation to show our creativity in programming.

Bicentennial celebrations give us an opportunity to spotlight our communities. Trips to local historic sites should be planned for employees, their children, the elderly, and other community groups. These excursions into the past will stimulate not only pride in local achievements, but also understanding of the community as an integral part of the United States. Don't assume that local attractions have been seen so many times that they hold little interest.

Many of us live in areas with great natural and cultural attractions, yet lack the motivation to travel a few

miles to view what others venture great distances to see. Consider, also, that some employees are newcomers to your area, or residents of neighboring communities and are unfamiliar with these sites.

Here at the Department of State, we have found that as the energy shortage and inflation hit us all, inexpensive, close-to-home trips are of great appeal. Our Recreation Association's travel program features such local Washington excursions as the Georgetown House Tour and the Plantation Tour. We also organized special Celebration '76 theme tours, including the New Orleans Heritage Tour, the Teton Country Prairie Schooner Excursion, and the Philadelphia "Cradle of Democracy Trip".

You need not confine yourself, however, to the early American period for ideas. Confer with local historians, teachers, and other interested community groups to determine significant items of local history to feature for the Bicentennial. South Dakota, for example, is far removed from the original colonies. With some research and the help of a well known attraction, however, the state developed its Bicentennial theme, "Mt. Rushmore — Shrine of Democracy/USA Bicentennial Focal Point".

Legends and fantasy are as much a part of folk history as real-life people are. Johnny Appleseed, Paul Bunyan, and Huck Finn are among the

many well known legendary figures of American history. They can be revived as central figures in your Bicentennial programs.

In this vein, "America on Parade", a spectacular Bicentennial pageant from Walt Disney Productions, made its national debut in the Department of State's West Auditorium. The 30-minute "Parade" will be featured daily during a 15-month period starting this June at both Disneyland and Walt Disney World. It recreates American history and achievements with 50 parade units and 150 performers inside doll-like Disney characters.

Film presentations have broad appeal and are often available at relatively low rental costs. They provide a theme within which guest speakers and special events may be introduced. Inquire at local universities and community colleges about offering credit for films and lecture presentations within undergraduate or continuing education programs.

One of the best history films is Alistair Cooke's "America," a superbly filmed, down-to-earth pictorial film series on the history of the United States. The thirteen 52-minute films are shown by the Department of State Recreation Association as part of our lunch hour cultural activities series. Over 1,500 employees view the series each week at four different locations. I can recommend "America" as an

outstanding contribution to any employee recreation program. (For details contact Time-Life Films, Inc., 100 Eisenhower Drive, Paramus, New Jersey, 07652. (201) 843-4545.

Possible Bicentennial themes are endless. This year's annual Department of State Employee Photo Show for example, will carry the theme "Scenes of America". Loan exhibits from the Smithsonian Institute depicting the history of America will be displayed along with the employee's art work. Other annual out-of-doors programs such as square dance exhibitions, parades, and art and craft displays, can be enhanced by having participants dress in period clothing and relate to an historical theme. A recent snow sculpture contest in Park



**Alistair Cooke's "America" film series makes an excellent Bicentennial program.**

City, Utah, featured a sculptured relief map of the United States. It highlighted in detail the major mountain ranges, rivers, and rugged coast line of our country. Beneath the map was a sculptured hand holding a colonial pewter mug. The inscription read "Here's to 200 More"!

By now, I am sure that the reader is participating in a mental one-upmanship in the infinite ways of providing Bicentennial recreation programs. 1976 gives us all an opportunity for flag-flying, fireworks displays, parades, and fairs. Perhaps best of all, it is an opportunity for all of us to search and explore the history of our great nation, while taking pride in ourselves as Americans. □

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Exhibitors	2 per booth (no charge)	
Extra Exhibitor participants	\$ 65.00	\$ 75.00
Assoc. Members, not exhibitors but attending Conference	\$200.00	\$210.00
Commercial attendees who are not exhibiting at Conference	\$275.00	\$285.00
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Student Attendees	\$ 60.00	\$ 70.00
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DETROIT	KINGSTON	169.00	189.00	185.00	209.00
DETROIT	NASSAU	139.00	159.00	155.00	179.00
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NEW YORK	KINGSTON	159.00	179.00	179.00	199.00
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# The new OTC's

## How will they fit into your employee travel program?

A travel professional compares OTC's to the old familiar affinity charters. High points go to the OTC's, with their benefits for both the recreation director and the employee/traveler.

by Kenneth R. Trefilik  
Elkin Tours, Chicago

**A**NY employee recreation director or travel coordinator who has agonized over the myriad details of affinity charter travel will rejoice at the introduction of the One-Stop Inclusive Tour Charter (OTC). Finally, it ends lost sleep over filling that minimum of 40 seats, restricting participation to group members (employees) and their immediate families, signing airline contracts, and contending with the many other intricacies of affinity charter regulations.

More than simply the addition of another set of initials to one's travel vocabulary, the OTC represents an attempt to bring order, consistency, and workability to the charter travel industry. Most travel professionals feel that the OTC will work, and this can only benefit an employee travel program.

Without reprinting the 60-odd pages the Civil Aeronautics Board used to implement, define, and explain the OTC, we should examine, here, the main conditions and limitations of the One-Stop Inclusive Tour Charter:

**1. Inclusive tour:** This means that it must include round-trip air transportation as well as ground accommodations and services for the duration of the tour. The air and land components of the OTC must be sold as a unit. Thus, air transportation only is not available.

**2. Minimum duration:** For North American charters, the minimum stay is 4 days. This encompasses all of the U.S., Canada, Mexico, and the

Caribbean. For all other points (Europe, South America, Africa, the Orient, etc.) the minimum stay is 7 days.

**3. Minimum sale price:** An OTC program can be sold for no less than the sum of the charter airfare and \$15 per night. For example, on a three-night Las Vegas program for which the air cost is \$100, the total package price can be no lower than \$145.00 per person. The sale price of an OTC is a fixed price and is not subject to increase based on the number of participants.

**4. Advance booking:** For North American charters, all participants must be booked by 15 days prior to departure. For other destinations, booking is required by 30 days prior to departure. The OTC operator must file all passengers' names for the particular departure in Washington, D.C. with the Civil Aeronautics Board (CAB). After that time, no additions or substitutions can be made to the passenger list.

**5. Eligibility for participation:** Anyone can participate in OTC's without regard to membership in a particular organization. With the OTC, a passenger must no longer be an association member for

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continued on following page

## OTC's continued

six months, an employee, or an immediate family member. As a result, the OTC may be publicly advertised.

**6. Minimum number of participants:** There is no minimum number of participants required of a group on an OTC. While the OTC operator must fill at least 40 seats on a plane for an OTC, your group may be as large or small as you wish it to be.

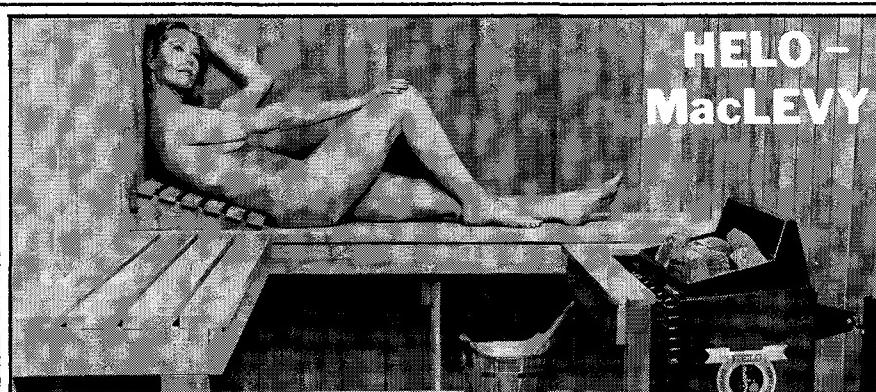
**7. Financial protection:** For the absolute financial protection of all OTC passengers, the OTC operator must furnish a surety bond and arrange for a depository agreement with a bank whereby all tour payments are held in escrow. (The easiest way to determine if a travel product is an OTC is to find out to whom your passengers' checks are payable. On an OTC they must be payable to a bank.)

Aside from comparing the "who", the "how many", and the "how much" of affinity charters and OTC's, the most important difference between the two is probably the least likely to be noticed. The real responsibility attached to an affinity charter lies with the chartering

organization. It is the representative of your recreation association who signs the charter contract and countless affidavits with the airline, acknowledging his group's responsibility to pay for the seats contracted (whether they're filled or empty), making sure all participants qualify, and observing the many other requirements of the affinity charter regulations. The tour operator/travel agent is simply a middleman who coordinates the group, the airline, and the land package. He or she has no financial liability at stake when it comes to the cost of air transportation.

The OTC shifts this responsibility onto the shoulders of the tour operator. It is the tour operator who charters the airplane, who signs the airline contracts, who guarantees payment for seats. The tour operator is the one in business; he or she takes the risks to make the profits. With the OTC, the tour operator carries the responsibilities that appropriately accompany the nature of his business.

If you are the decision-maker for an employee travel program, the OTC may change your entire approach to establishing a travel schedule. No longer is there need to funnel all those who want to go to London, for instance, into one specific week in May. With no liability to fill a minimum number of seats, you can offer two or more departures to the same destination. In many companies, both large and small, this can avoid vacation



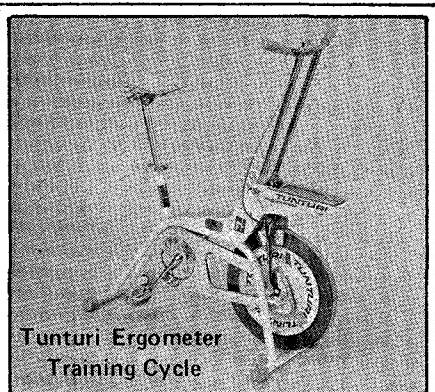
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scheduling problems which can adversely affect the highest potential of a travel program.

Adding more variety and attractiveness, you can now look into new destinations you never dreamed of considering on a charter basis because of the unlikelihood of reaching the minimum of 40 participants. Africa, Romania, Aruba, or the Orient — new and different charter programs that will keep bringing your regular travelers back for more — are now practical programming alternatives.

In short, you can now determine the entire scope of your travel program without concern over your performance. The variety and frequency of your offerings depend solely on your own ability to shop wisely and choose a product line that adequately matches your appraisal of the needs of your employee/travelers. Should you incorrectly appraise those needs, the OTC will still let you off the hook. For the trip that you had hoped to send 60 but ended up with 12, your "group" of 12 will go at the price you posted for your group of 60. That has to be nice to know!

Thus far, the only questioning reaction to the OTC heard from a few employee travel directors has been: "Will my people continue to support my travel programs if they can find the exact same tour in the Sunday newspaper?" Though I am sure minor exceptions will occur, the answer to this question is unequivocably "Yes, they will".

Consider for a moment that charter transportation, first with affinities and now with the OTC's, was designed to put vacation travel within the budget of the average wage earner. And this is exactly what charter transportation has done. Via charters, a factory worker in Milwaukee or a secretary in Chicago can spend a week in London or Spain for little more than it would cost to spend a long weekend in New York. But the average wage earner has neither the experience nor the sophistication to shop for travel bargains the way he would for a new car or hot water heater. The thought of

having to visit three different travel agencies comparing prices to Hawaii or poring over the 17 offers to Hawaii in the Sunday newspaper would leave him confused. Both the first-time traveler and the one who has been a regular on your tours for years have the same need for the guidance, the expertise, and security of the travel program offered by his company or recreation association. It is you the recreation director or travel chairman, who must do the shopping and the selecting for all of your "average wage earners". That is why OTC's could be posted on every billboard along the interstate highway system and your travel program would continue to receive strong employee support.

Don't be misled by a common misinterpretation. Simply because OTC's will be advertised in mass media and offered for sale by travel agencies does not necessarily mean OTC's will be more expensive than similar programs on an affinity charter basis. The travel business, like any other merchandising business, is extremely competitive. The competition serves to keep selling prices at a reasonable level. With all factors being equal, the more attractive the selling price, the better the participation. Clearly, no travel committee would pass up an OTC selling at \$299 to take a similar program on an affinity basis selling at \$349, simply because the latter could not be advertised in the newspaper. At least the "average wage earner" would certainly hope not.

Where does the OTC fit into the employee travel program? According to many of those in charge of employee travel, everywhere they can possibly schedule it! The OTC offers larger companies the opportunity for a more diversified schedule with a greater number of departures and destinations than before. For smaller companies which could never have attained a minimum group of 40, the OTC opens the opportunity to institute a successful group travel program. Anyone still in doubt of the potential of the OTC may, in six months or so, find himself asking "Where does the affinity charter fit into the employee travel program? □

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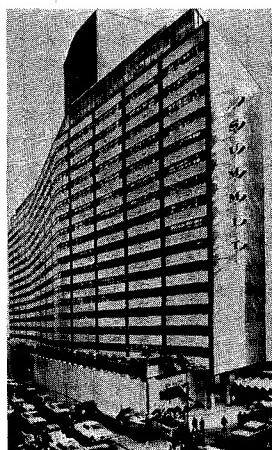
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# NIRA

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means hello or goodbye in Hawaii — and a lot of things in between. Visit one island or four major ones. Stopovers in San Francisco can be arranged also.

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# good things to read

## Periodicals . . .

*Woman Coach*, published by Intercommunications, Inc., P.O. Box 867, Wallingford, Conn. 06492; William J. Burgess, publisher. Bi-monthly; \$5.00 per year. This new publication is edited for women who are actively engaged in the athletic coaching profession and for administrators of girls' interscholastic and women's inter-collegiate sports programs. Feature articles deal with techniques and strategies of coaching seasonal girls' and women's sports. Regular departments cover administrative aspects, officiating, athletic training and conditioning, fund raising and public relations, legal advice, equipment information, a clinic calendar, and reviews of current books and films of interest to the woman coach.

• • •

Two reports published in a newsletter format by Man & Manager, Inc., 799 Broadway, New York, N.Y. 10003 may be of interest to recreation administrators who need information on OSHA and other areas of employer liability. The monthly "OSHA Report" covers the

executive's responsibilities under the Act. It supplies current information about the administration of OSHA regulations, answers employers' questions, and lists sources for further information. \$2.50 per month. The twice-monthly "Protection Management" reports case histories to alert managers and administrators to policies, practices, and procedures for security in plants, offices and personnel facilities. A typical issue covered the use of company secrets by former employees, the range of authority for plant guards, the limits of legitimate security against employee theft, proper relationships between management and union officials, and more. \$4.00 per month. A three-month refundable trial subscription is available. Other reports published by Man & Manager include "Employee Relations in Action," "Businessman and the Law," "White Collar Management," "Safety and Security and the Law," and more. Samples on request.

• • •

A new publications list is available free from the United States Tennis Association. The 60 publications listed emphasize group instruction and community recreation planning. It will be of special interest to tennis players, coaches, and recreation leaders. To request a copy of the list, write to the United States Tennis Association, 71 University Place, Princeton, N.J. 08540.

• • •

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"Outdoor Recreation Action" is an informative quarterly published by the Bureau of Outdoor Recreation of the U.S. Department of the Interior. The report outlines technical information prepared to assist professional outdoor recreation planners, administrators, and managers. It includes materials and information contributed to seven Bureau of Outdoor Recreation Regional Offices by state and local governments, Federal recreation agency officials, and about 50 major private recreation, environmental, and resource conservation organizations. \$4.15 per year; single issues \$1.10. Write to the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

## Pamphlets, booklets, brochures . . .

Included in the outpouring of Bicentennial literature is a newsletter from the home of Independence Hall. Called "The Pennsylvania/Philadelphia Bicentennial Tourist Newsletter," the eight-page publication is designed to meet the information needs of tourists visiting the area during 1976. It lists names, addresses, and

phone numbers of hotels, restaurants, information services, and amusement and cultural centers. A detailed map and price information helps in tour planning. To obtain a copy, send \$2.00 to Arnold T. Greene, ATG Publications, Inc., 4311 Spruce St., Philadelphia, Pa. 19104.

• • •

With metric conversion a determined part of our national future, recreation professionals and hobbyists, among others, will be interested in the 80-page "Metric System, Charts . . . Terms . . . Definitions." The first section provides a history of the Metric System. It describes the units, prefixes and symbols, and calculations of the System. The second section contains the charts and tables necessary to understand the measurements of everything from your third base line to the threads on nuts and bolts in the equipment room. The third and fourth sections provide conversion equivalents for measurements of length, volume, temperature, pressure, and more. The final section provides helpful leads for further information. Samples of the booklet are available. It sells for 65¢ each in quantities of 100; 50 copies for 75¢ each; 25 copies at 80¢ each; and 10 copies for 85¢ each. Postage and handling charges are prepaid within the U.S., if payment accompanies your order. Major credit cards accepted. Order from J.J. Keller & Associates, Inc., 145 W. Wisconsin Ave., Neenah, Wis. 54956.

• • •

Winter sports buffs with plans for skiing the high country this year will be interested in a pamphlet published by the National Jewish Hospital and Research Center in Denver. Entitled "High Altitude and Health," the publication alerts skiers to the effects of altitude on the body, precautions which should be taken, and the benefits of quick first aid. The National Jewish Hospital is a national treatment, research, and education center for chronic respiratory diseases and immunologic disorders. For a copy of the brochure, write to the Hospital at 3800 East Colfax Ave., Denver, Col. 80206.

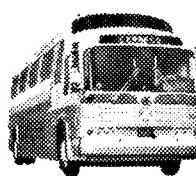
## Audio/Visuals . . .

The National Archives, famous repository of the *Declaration of Independence* and other priceless American documents, also houses over 70,000 historic recordings. From these, Archives employees have culled "The Sounds of History," a 23-minute rush through American history. The tape features the voices of Presidents from Theodore Roosevelt to John Kennedy, and such famous Americans as Carl Sandburg, Martin Luther

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King, Amelia Earhart, Douglas MacArthur, and Will Rogers. The tape may be purchased directly from the National archives for \$1.95, or by mail for \$2.50. Requests should be addressed to the Publication Sales Branch, National Archives and Records Service, Washington, D.C. 30408.

Of special interest to all recreation directors who are planning Bicentennial trips and outings will be the calendars published by the American Revolution Bicentennial Administration. The *National Calendar of Bicentennial Events* is a summary of events attracting national and international interest. They are listed by city and state. The publication costs just \$1.05. The larger *Comprehensive Calendar of Bicentennial Events* lists observances state by state, according to date. It includes all *National Calendar* events plus thousands of local, state, and multi-state celebrations. Nearly 600 pages in length, it sells for \$5.70 per copy. Listings in both publications have been verified as closely as possible by the Bicentennial Administration and are updated periodically. Both books are available by mail order from Bicentennial Publications, Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. For additional information about the Calendars or about the Bicentennial in general, contact the American Revolution Bicentennial Administration, 2401 E Street, N.W., Washington, D.C. 20276 (202) 634-1776.

# company profile

## **When employees must carry the ball**

### **Recreation at New Jersey Bell**

**A**BBIE VAN GELDER from the Newark headquarters of New Jersey Bell Telephone Company, gets by with a little help from her friends. She and her fellow recreation workers coordinate NJBT's employee recreation program — with the dedicated assistance of employee/volunteers.

"We don't have many facilities here," explained Abby recently. "Our resources are limited. A lot of it is a matter of dedication."

Abbie, working with Personnel Activities Supervisors Jack Taylor and Marie Solimo, pulls together the athletic, charitable, educational, social, civic, and cultural activities for 30,000 New Jersey Bell employees, statewide. Because of the scattered locations of its employee constituents, NJBT's program depends heavily upon local organization within individual departments. Some projects, such as the travel and bowling programs, however, pull employee participants from across the state and demand well-organized direction from the Newark headquarters.

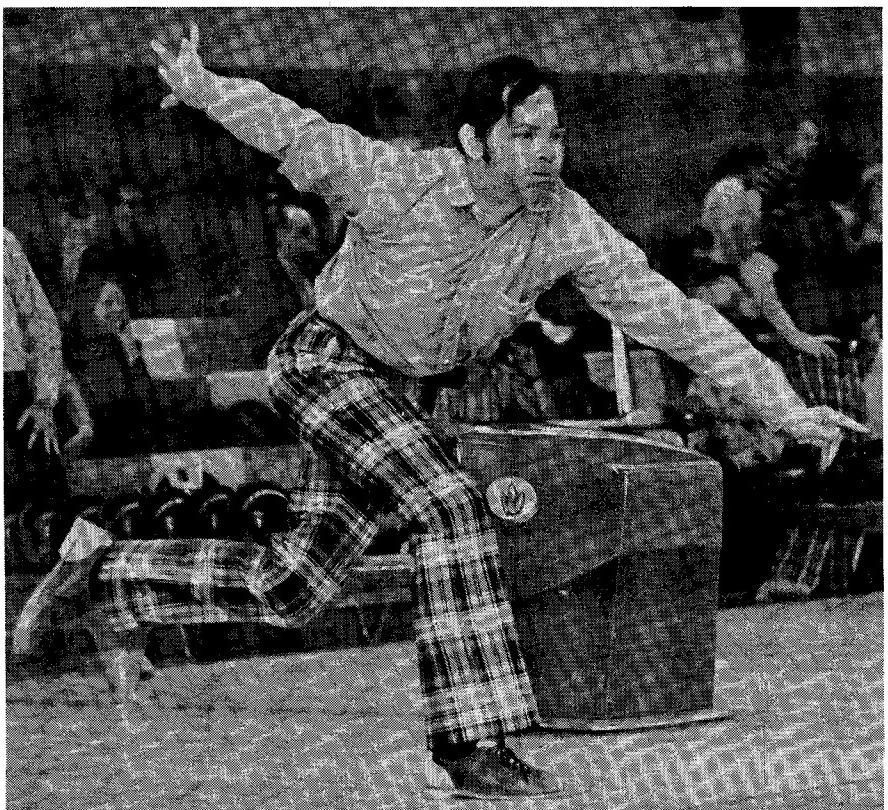
Management at New Jersey Bell approves general policy for recreation programs, but places responsibility for organization and basic financing in the hands of the employees themselves. The company believes that when employees bear

the expense of programs, they will gain greater satisfaction from them and will attend in greater numbers. Management does underwrite the cost of basic sports equipment. It also purchases awards for Telephone league competition, hires umpires and referees when necessary, and covers uniforms and entry

fees for Bell teams in industrial leagues.

#### **Board of Directors**

The Board of Directors for New Jersey Bell's Employee Activities Club is made up of employees themselves. Appointed from among the ranks of NJBT's statewide Ac-



**NJBT's huge men's bowling tournament runs on employee power.**

tivities Club, the Board consists of four officers and fifteen representatives, who are selected from various departments of the widely dispersed NJBT system. In accordance with the company's "do-it-yourself" philosophy of employee recreation, most activities — from travel to health clinics — are initiated by employees. The Employees Activities Club may sponsor only those activities approved by its Board of Directors. Once an activity has achieved Board sanction, management will help with organization and publicity, if necessary.

Board of Directors members become personally involved with the many activities sponsored by the Club as well, through membership of three standing committees:

— The **Athletic and Social** committee reviews proposed social activities and works to assure

safety for Club members who participate in athletic events. Members may also help conduct the activities themselves.

— The committee on **Community Services** organizes non-financial aid for worthwhile charitable agencies. Members may also organize civic or charitable activities in which Club members are interested.

— The third, **Educational and Cultural**, committee organizes and conducts activities at the request of Club members. The group takes care to work with groups and agencies which provide programs at little or no cost.

#### **Joint Tour Committee**

Directors of the Employee Activities Club work closely with the Joint Tour Committee. Except for

the final review of the company's legal department, NJBT's Joint Tour committee makes all decisions concerning recreational travel for employees. Both active and retired employees are eligible for seats on the Tour Committee. Upstate and Downstate Activities Club Secretaries serve on the eight-member Committee, along with representatives from Upstate and Downstate regions and four Board members. Criteria for Tour Committee membership are stiff. Members, who are appointed by the Committee for three-year terms, must have accumulated at least five years' service with New Jersey Bell. They also must be experienced and interested travelers.

The Committee submits itineraries for suggested group tours. Its members prepare bids for travel agents, work to see that tours are organized smoothly, and act as a "send-off" committee for departing travelers.

#### **Activities**

As Abbie Van Gelder will point out, New Jersey Bell's activities depend heavily on the organization and support of enthusiastic employees. The NJBT Men's Bowling Association is the best example of this commitment. Organizing the world's largest one-day bowling tournament takes a tremendous amount of time and energy on the part of the employee volunteer groups which have organized the event for twenty-four years. The women's event, although smaller, also demands exceptional dedication from NJBT employee/organizers. NJBT also sponsors tournaments in softball, golf, tennis, basketball, bridge, and chess.



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**continued  
on following page**

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## New Jersey Bell continued

football, and even horse shows. Interspersed among the sports outings are trips to see Broadway musicals, ice shows, children's plays, and pop concerts.

NJBT's Activities Club handles more than entertainment. Employees also band together to help such community services as a training school for retarded girls, a veteran's hospital, an arthritis telethon, sickle cell testing, and more.

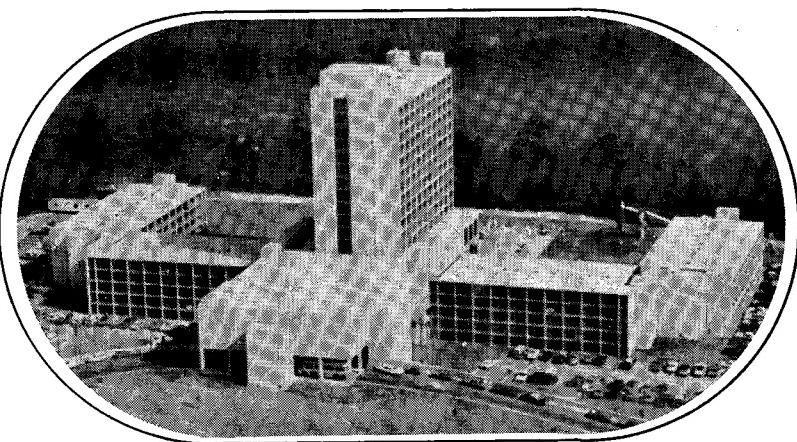
Travel, with the help of the Joint Tour Committee, takes NJBT employees on ski weekends to the Adirondacks, the Rockies, and the Alps. Tours take in Las Vegas, Puerto Rico, and the Bahamas. More exotic trips range as far as Majorca, Turkey, and even New Zealand.

### Future Growth

Abbie Van Gelder regrets that a slow economy has restricted the

NJBT Employees Activities Club from further centralizing and expanding its offerings to all members. She hopes, sometime in the future, to have more free time to travel around the state and meet with all Activities Club members. Such person-to-person work, she believes, would help promote and expand the recreational, cultural, and charitable activities already handled by her office and its dedicated employee/volunteers. □

**Special thanks to Abbie Van Gelder, Jack Taylor, and Marie Solimo of New Jersey Bell's Newark Personnel office for supplying the information and photos upon which this story is based.**



THE DUTCH INN hotel is honored to have been selected as headquarters for your May, 1977 Conference. We thank you for the privilege of hosting this meeting and wish to thank the NIRA Officers and Directors for their vote of confidence. In future issues of *Recreation Management* we will be acquainting you with some of the fine recreational and amusement facilities you will be enjoying here next year.

Warmest regards,

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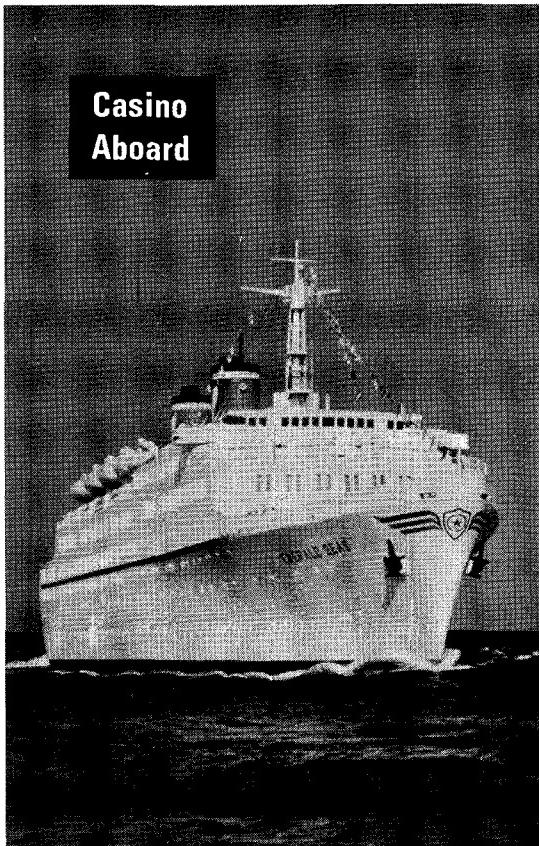
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## Bicentennial cities

### A visitor's glance at four towns where it all began



**Bostonians enacted a Bicentennial Tea Party, December 16, 1973.**

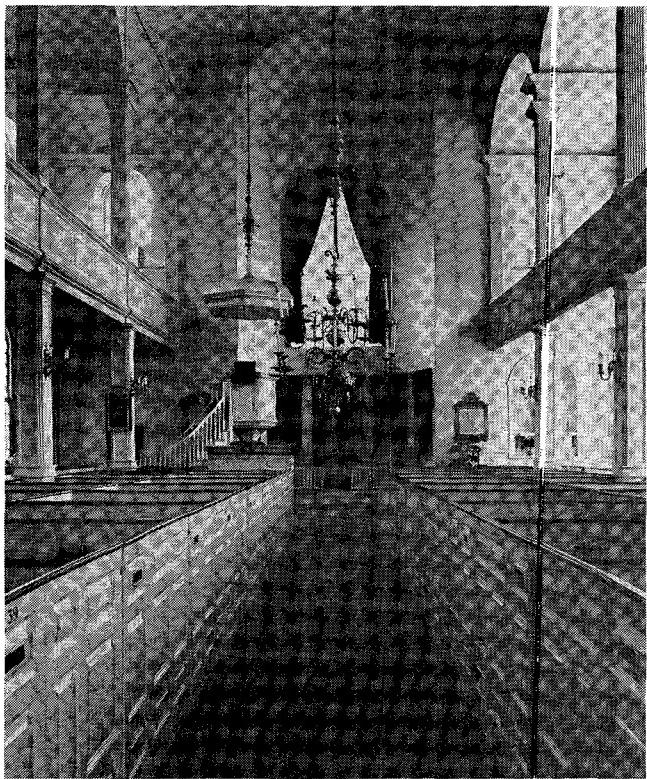
In this Bicentennial year, many Americans will want to visit — or revisit — those places where their nation was born. Possible stops along the Bicentennial vacation trail are legion. In our limited space this month, we have highlighted just four cities which will be of special interest to many tour planners. Even cursory research will reveal countless more sites, both in these cities and in communities across the nation.

### **BOSTON**

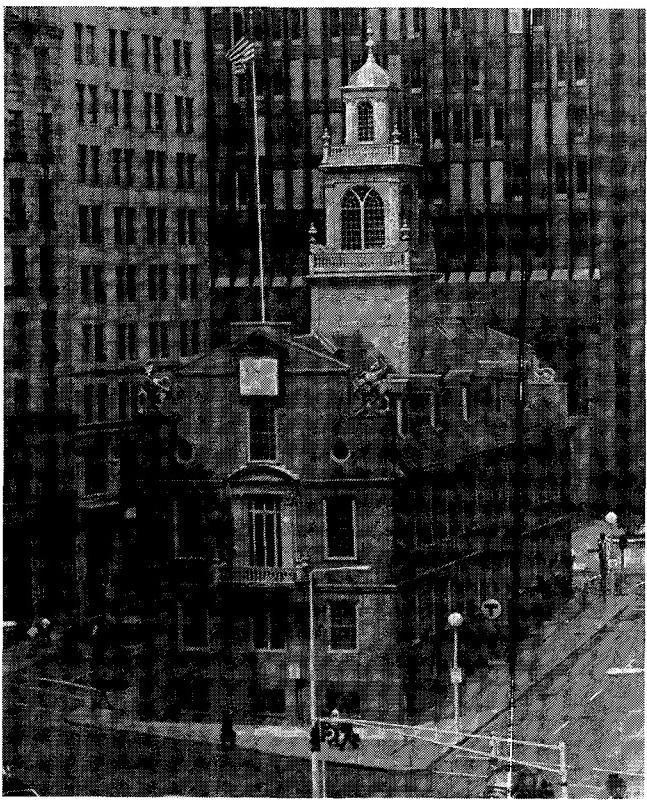
It took the New England colonists to turn that English institution, the tea party, into a decidedly American tradition. It happened on a raw December night in 1773, when a mob of men and boys boarded three ships of

the East India Company and dashed their cargoes of tea into the chilly waters of Boston Harbor. Bostonians today recount the event proudly, as if they had personally donned the "war paint" of those rowdy colonists and sparked the American revolution themselves. In commemoration of the Boston Tea Party and the many other historical events spawned on Boston's turf, the city of 670,000 has turned 1976 into a birthday year for the entire nation's benefit.

First stop on most visitors' trips will be Boston Common, the colonial community green and "central park" of Boston. From the Common, the one and one-half-mile Freedom Trail leads tourists independently past some of the nation's most historic landmarks. Marked by red brick, the Trail stops first at Faneuil Hall, where



**The Old North Church, where President Ford inaugurated the national Bicentennial celebration.**



**Old State House, site of the "Boston Massacre," now surrounded by modern Boston**

Sam Adams and other leaders held town meetings in pre-revolutionary Boston. The Trail follows past the site of the "Boston Massacre" where frightened British soldiers fired on an angry crowd of colonists, killing five men. Not far away, walking tourists may visit the Old State House, once a market and seat of government in Boston. The Trail leads past Benjamin Franklin's birthplace to the Old South Meeting House, site of many town meetings, including the one from which men stormed to the Boston Tea Party. After the Meetinghouse, tourists walk past the Old Corner Book Store, built in 1712, and on past the site of the First Public School, erected in 1635. Not far away, the Trail winds past the Granary Burying Ground, where many colonial Bostonians are buried, among them Paul Revere, and Samuel Adams. The Park Street Church, built in 1809, is next on the Trail, followed by the State House of Archives Museum, which houses many colonial war documents, and the King's Chapel and Burying Ground, established in 1630. Paul Revere's House is the next point of interest on the Trail. Nearly 100 years old when he purchased it in 1770, the house was the starting point of Revere's famous ride of 1775. The Trail continues past Paul Revere Mall to the Old North Church. It was from the church's steeple that two lanterns hung on the night of Paul Revere's ride to warn the colonists of a British approach "by sea." After a stop in the Old North Church, tourists will walk the Trail past Copp's Hill Burying Ground, set out in 1660, and on to the Boston Tea Party Ship and Museum.

Boston has erected three more exceptional exhibits for the self-guided tourist. "The Revolution: Where It All Began" uses modern multi-media techniques to guide visitors through the historical choices faced by the English and their New England colonists in the pre-revolutionary period. A computerized score card helps tourist determine if they would have been "Tories" or "Patriots" in the 1770's. "The Grand Exposition of Progress and Invention" displays the works of American industrial revolutionaries such as Bell and Edison. "Where's Boston", a modern quadra-phonic and multi-image show, depicts Boston today, in a new era of revolutionary social change.

Boston, of course, has many other sites and centers to interest the Bicentennial visitor. For more information, contact the ARBA or write: Boston 200, P.O. Box 1775, Boston, MA 02114.

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## Bicentennial Cities continued

### PHILADELPHIA

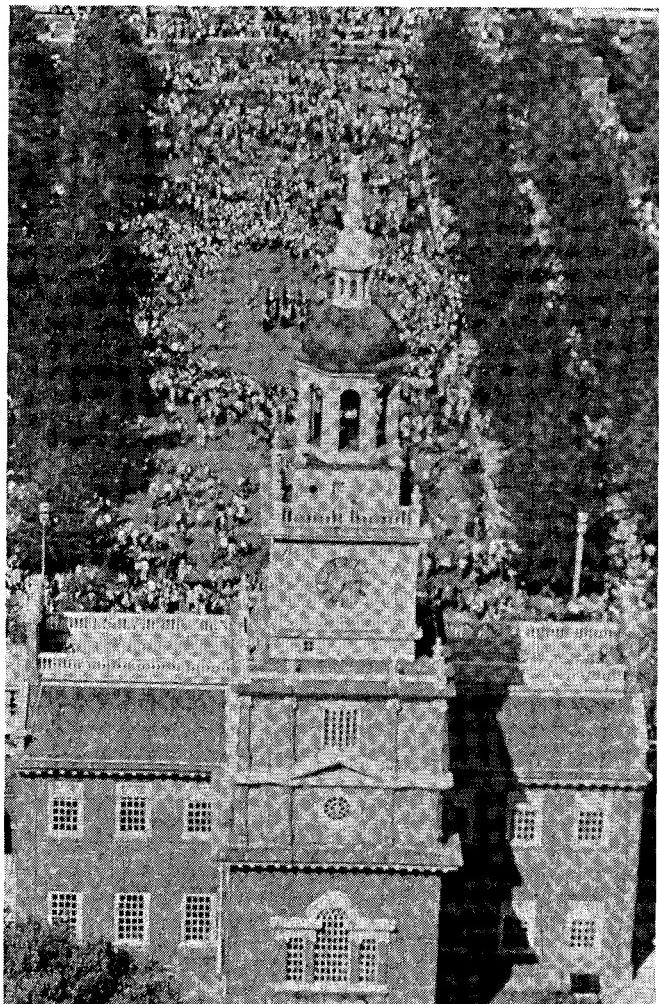
William Penn ("Billy" to Philadelphians) founded a "Greene Countrie Towne", a Quaker colony, in 1682 and called it Philadelphia, "City of Brotherly Love." Less than 100 years later, in 1776, the Continental Congress, meeting in the city's Independence Hall, adopted the *Declaration of Independence*. The first public reading of the *Declaration* was celebrated with the ringing of the Liberty Bell. Now, every year, thousands upon thousands of tourists from around the world visit Philadelphia, where the United States republic was conceived.

Central to any Philadelphia visit is Independence Square. Its central building, of course, is Independence Hall. Originally the Pennsylvania State House, the Hall was completed in 1759. In 1775, the Pennsylvania Assembly loaned the use of its hall to the second Continental Congress. That year, George Washington accepted command of the Continental Army. Two years later, the *Articles of Confederation* were first signed at the Hall. Then, in 1787, the Constitutional Convention framed the original United States Constitution there.

Even more historic moments were immortalized within Independence Square. Congress Hall, erected in 1787, was the seat of the United States Congress from 1790 to 1800, until Washington, D.C. was ready for occupancy. The Old City Hall, or Court House, was built in 1790 and was the first seat of the United States Supreme Court.

Independence Square, as always, is equipped with tourist information and facilities to make visitors welcome. With the help of a \$20 million program sponsored by the National Parks Service, the city has reconstructed and expanded more historical points of interest. Graff House, destroyed in 1883, has been reconstructed to resemble its original eighteenth century appearance. It was in the three-story brick house that Thomas Jefferson drafted the *Declaration of Independence*. Old City Hall, too, has been restored to its appearance in the early days of the Supreme Court. Multi-media shows give visitors an insight into the beginnings of the Court and the revolutionary era.

Visitors may imagine how one of Benjamin Franklin's houses looked at Franklin Court. Inside the new visitors' center there, a skeletal outline rises above the foundations of the old Franklin house. Franklin memorabilia fill an eighteenth century drawing room in the exhibit. A mirrored "time warp" transports visitors into a room in which recorded comments about Franklin, penned by his contemporaries, echo from the walls. The Liberty Bell has been moved from its traditional home in Independence Hall to a specially constructed transparent display area one block away. Tourists will still be able to touch the bell. For those who have worked up appetites walking through historical old Philadelphia, the City Tavern offers food and drink. The Tavern, now



**Independence Hall, with a backdrop of Bicentennial visitors**

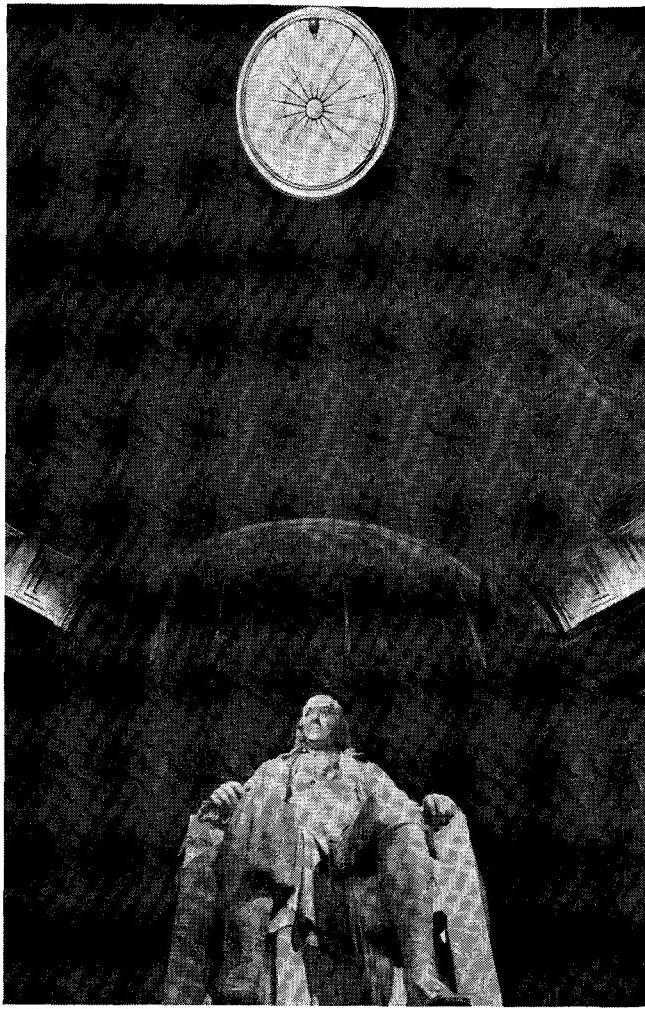
reconstructed, was the social center for delegates to the Continental Congress, 200 years ago. Also in historical Philadelphia, the First Bank of the U.S. offers exhibits and an audio/visual display of the early Treasury. The Second Bank of the U.S., which served for nearly a century as the U.S. Customs House, is also open to visitors.

Philadelphia offers all this and much more for the Bicentennial visitor. For more information, write or call: Philadelphia '76, Inc., 12 S. 12th St., Philadelphia, PA 19107 (215) 629-1776.

### NEW YORK CITY

New York City was the first capital of the United States — ahead of both Philadelphia and Washington. The honor was short-lived, but in itself establishes the "Big Apple" as a Bicentennial City. The city began famously in 1626 when Peter Minuit paid the Manhattan Indians roughly \$24 in trinkets for the island which still bears their name. He called the local settlement New Amsterdam. Thirty-eight years later, British troops entered the city without resistance and renamed it New York after the Duke of York, the King's brother.

New York's premier Bicentennial monument stands on the corner of Wall and Nassau, marking the site of the old Federal Hall. It was on this site in 1735 that a landmark



Philadelphia's Benjamin Franklin National Memorial

case upheld freedom of the press in the English Colonies. In that year, John Peter Zenger, an American journalist, was found "not guilty" of printing seditious materials against the royal government. Later, as anti-British feeling centered around the issue of royal taxes, the Stamp Act Congress met in the Hall for the first united colonial protest against King George's taxes. The Congress produced a *Declaration of Rights and Grievances* in that 1765 meeting which enunciated the protest "No taxation without representation." Shortly after the *Declaration of Independence*, George Washington headquartered in New York while fighting a concerted British attempt to take Manhattan at the Battle of Harlem Heights. After the Americans had won their independence, the Confederation Congress named New York as the capital of the United States in 1789. The nation's first Congress met at Federal Hall in 1789 and inaugurated George Washington as the first President. A year later, the capital moved to Philadelphia. By the War of 1812, the historic Federal Hall had been sold for salvage. It was not until 1842 that another building, the present Greek Revival structure, was erected. Today, it is a federal memorial to the events of the Revolution.

New York has planned a full Bicentennial year, in expectation of 20 million visitors. Castle Clinton, an early 1800's fortification, has been reopened and filled with

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exhibitions. The Morris-Jumel Mansion, Washington's headquarters during the Battle of Harlem Heights, has been opened to the public. Fraunces Tavern Museum, originally built in 1719 and reconstructed early in this century, was the site of Washington's farewell to his men. It will feature exhibitions and programs for Bicentennial visitors.

Museums throughout the city — including the Metropolitan Museum of Art, with its special American Bicentennial Wing — will carry exhibits of special interest during the year. The Sixth Street Seaport has been newly restored to offer a five-block review of New York's earlier days as a port.

New York's Reception Centers for the Bicentennial will provide visitor information throughout the 1976 celebration. For further details, contact the New York City Bicentennial Corporation, P.O. Box 1976, F.D.R. Station, New York, N.Y. 10022 (212) 490-8560.

## WASHINGTON, D.C.

Washington, D.C., more than any other city, gives Americans a feeling of closeness to the great experiment of popular government begun in the United States.

continued on following page

## Bicentennial Cities continued

George Washington himself chose the site of the new nation's capital city—as well as its Capitol building the White House. He chose the location carefully, marking it between the north and south. Even today the city retains the flavor of both regions.

Washington, the first city to be built according to a plan, holds the U.S. Capitol in its center. From that point outward, Washington is packed with American sights. Much of the city is best seen on foot, or by one of the many low-cost bus tours available to groups, families, and individuals. Because Americans' tax money supports Washington's many federal buildings, admission to most is free.

Many tourists will want to start their Washington tours with the U.S. Capitol. The nation's seat of government since 1800, the building is a working memorial to the American political and governmental process. Tourists may want to contact their Congressional representatives in advance for visitor's passes to the House and Senate visitors' galleries. Straight up Pennsylvania Avenue is the White House. Daily tours take visitors into the President's residence, through rooms filled with the memorabilia of past Presidents.

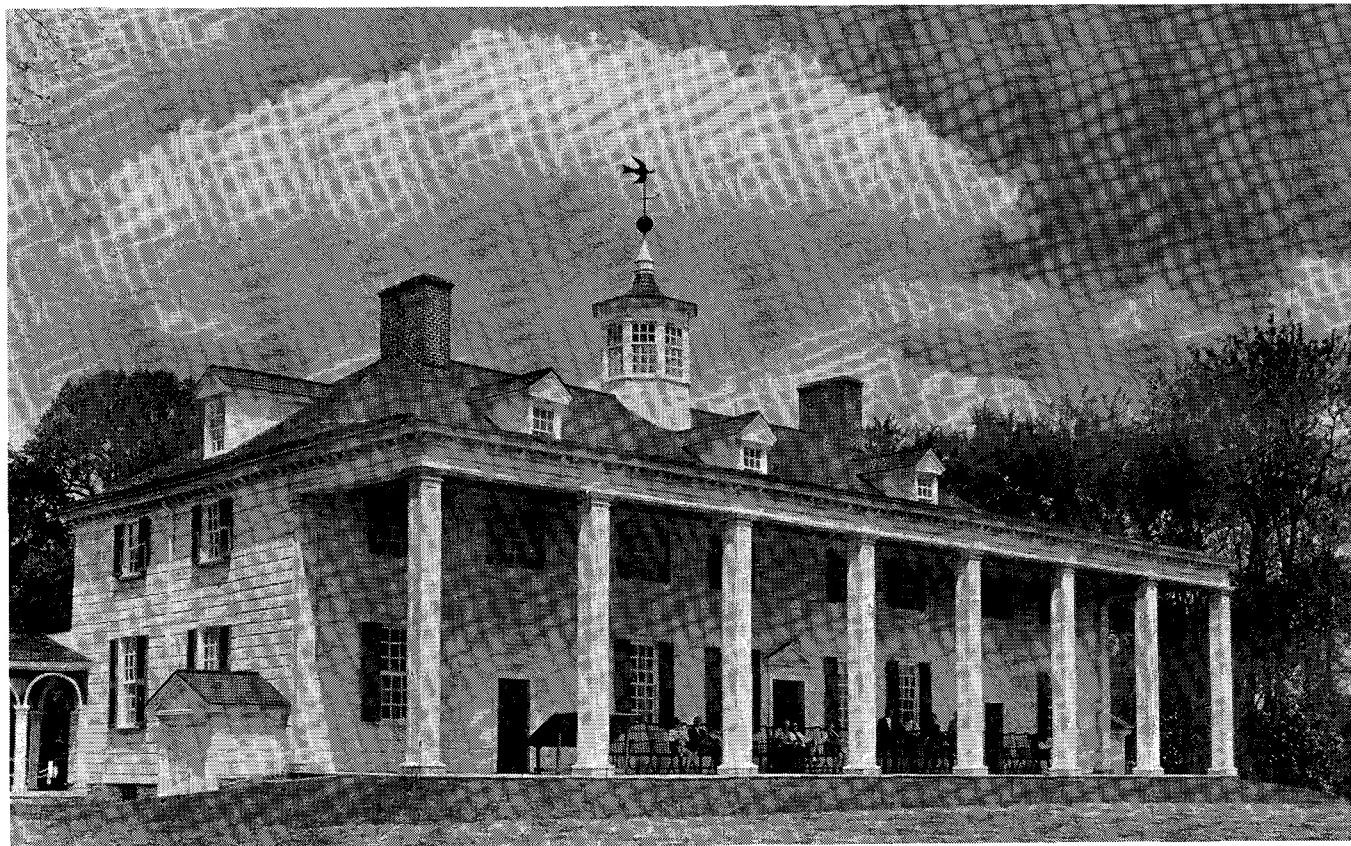
The Washington Monument affords a dramatic view of the nation's Capitol. By law, no building in the city may rise taller than this monument to the first President. The familiar Greek style of the Lincoln Memorial is

another essential sight for the Washington visitor. Nearby, the Jefferson Memorial overlooks the Tidal Basin.

Especially in this Bicentennial year, many Americans will want to visit the National Archives. There, Americans may view the foundations of their government: the *Declaration of Independence*, the national *Constitution*, and the *Bill of Rights*. One of the most impressive buildings in Washington, the U.S. Supreme Court, rises above Constitution Avenue, not far away. To the west, across the Virginia border, lies Arlington Cemetery, burial ground for American war dead. In the recent years, the site has also drawn visitors to the grave of President Kennedy. Also there are the tomb of the Unknown Soldier and the home of Robert E. Lee.

Rich in the tradition of its young nation, the capital area also offers many historical sites. Ford's Theatre, where Abraham Lincoln was killed, still holds live performances and is open for tours. Across the street, Petersen House, where Lincoln died, is also open to the public. The Frederick Douglass House in Washington opens its doors to visitors daily, as do many historical houses in Alexandria and Georgetown. George Washington's Mount Vernon, with its magnificent view of the Potomac River, is a short drive or bus ride from the heart of the capital.

Washington is filled with the memorials and spirit of American history. It can easily be a Bicentennial vacation all its own . . . For leads on more information about Washington in this Bicentennial, start with the Bicentennial Commission of the District of Columbia, Inc., 1025 15th St., N.W., Washington, D.C. 20005. □



**George Washington's Mount Vernon, a short ride down the Potomac from the Capitol.**

## Constructive Comments

### Tricks for keeping fences neater and cleaner

by Anthony W. Kotz  
Kotz & Schneider  
Land and Recreation  
Planning & Design  
Syracuse, N.Y.

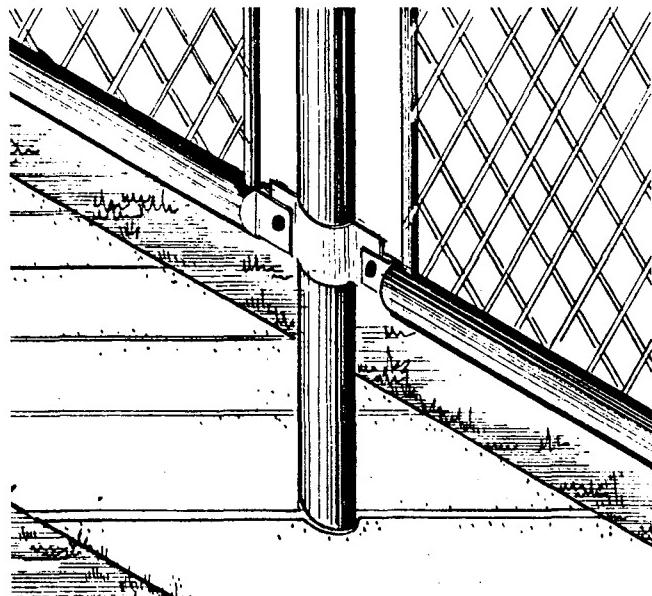


Here are two tricks I learned a long time ago from the superintendent of maintenance for a large parks department. He could no longer afford to hand-trim grass under chain link and other "solid" types of fences, or to pick off trash which collected under fences.

First, he simply installed fencing so the bottom of the "fabric" was six inches above the ground. This allowed the trash which usually collected at the bottom of the fence to be blown through. You can't do this, of course, if your fence is supposed to stop small animals or contain rolling balls from a tennis court or ballfield, but it will work in many places.

His second trick was to install a mowing strip under fences in lawn areas. Asphalt, concrete, brick, or similar materials in a strip approximately 18 inches wide and flush with the ground will prevent grass and weed growth under the fence and will provide a wheel edge for mowers so that hand trimming is eliminated.

These ideas are not new, but either or both may help you improve the appearance of an area and reduce time-consuming and costly maintenance.



## in ZAMBIA adventure is face to face...



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You'll be giving them the excitement of the bush, the thrill of on-foot tracking and the camaraderie of small and select groups of like-minded adventurers. All this, plus bush-wise guides and guards, hearty food and rustic but comfortable accommodations in unspoiled wildlife areas. Reservations should be made now, for our camps can shelter only a few enthusiasts at any one time and the safari season is a brief five months—June through October.

Activity at the lodges goes on a bit longer. In Kafue National Park, Ngoma Lodge and even Chunga Safari Village will be open through December. The South Luangwa Valley National Park's Mfuwe Lodge and Chicale, a new luxury facility, plan to extend the season until November 20.

For bookings or more details contact

**ZAMBIA NATIONAL TOURIST BUREAU**

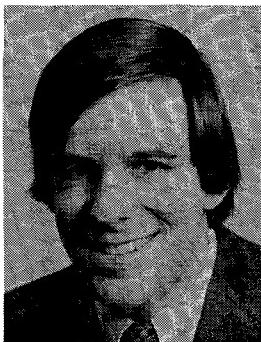
150 East 58th Street, New York, N.Y. 10022  
(212) 758-9450



# Tournament News

## Photo contest opens — Fishing, Bridge close

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



Information is hot off the press concerning this year's NIRA Photography Contest. The complete scoop has already been sent to you, so allow me to cover briefly some of the highlights of Contest competition. According to Contest Coordinator **Dick Brown**, Texas Instruments, the Contest is open to all NIRA member company employees and their dependents. An entrant must not be a professional photographer. To be classified as an amateur, an individual must make less than fifty percent of his or her income from photography. The Contest itself is divided into three divisions: color slides, color prints, and black and white prints. Within each division, there are four classes: scenics, nature subjects, human interest, and open.

Dick Brown has gathered together some fantastic prizes for the competition. The "Best of Show" prize is a fantastic four-night cruise for two aboard Eastern Steamship Company's *SS Emerald Seas*. Eastern Steamship Company, NIRA Associate Member, will sponsor the cruise. The winners will depart for Nassau and Freeport from Miami. The prize will cover the cost of ocean transportation, accommodations and entertainment, meals, and services on board.

Within each division, four prizes will be awarded:

- |              |   |
|--------------|---|
| First Place  | <ul style="list-style-type: none"><li>• Kodak Carousel Model 760H Slide Projector</li><li>• Trophy</li></ul>  |
| Second Place | <ul style="list-style-type: none"><li>• Choice of Men's "B261" "Citation Executive Electronic Watch" or Ladies' "5520C" White Gold "Citation Contessa Watch" (courtesy of the Benrus Corp., a NIRA Associate Member)</li><li>• Medallion and ribbon</li></ul> |
| Third Place  | <ul style="list-style-type: none"><li>• Top quality, name brand, 12" black and white portable television set</li><li>• Medallion and ribbon</li></ul>   |

### Fourth Place

- Texas Instruments Model 4000 Desk Top Calculator
- Medallion and ribbon

For each subject class, first, second, and third prizes will be awarded:

- |              |   |
|--------------|---|
| First Place  | <ul style="list-style-type: none"><li>• Automatic entry into division competition, which assures a division prize</li><li>• Print of entry for slide division only</li><li>• Ribbon</li></ul>                               |
| Second Place | <ul style="list-style-type: none"><li>• Texas Instruments Model 1500 Calculator</li><li>• Medallion and ribbon</li></ul>  |
| Third Place  | <ul style="list-style-type: none"><li>• Six rolls of Technicolor film, prepaid processing mailers for 35mm/30 exposure slides (courtesy Technicolor Inc., a NIRA Associate Member)</li><li>• Medallion and ribbon</li></ul> |

All Contest entrants are reminded that prizes are non-transferable.

An 8" x 10" print will be made of the four first-place slides for the printed exhibition of all Contest winners at this year's Annual Conference in Milwaukee May 21st to May 26th.

To enter, complete the entry information already sent to you. If you have not received it, please contact **Patrick Stinson** at NIRA Headquarters — (312) 346-7575. Entry fees are \$1.00 per person, per division. Individual entrants are limited to two entries in each division. \$10.00 per company or recreation association allows for participation by all company employees and their dependents. The Contest closes April 2, 1976.



Dennis Oben and his champion walleye

In other Tournament news, **Gene Miller**, Michigan Bell, has announced the winners of the 1975 Fishing Contest. Individual winners in each classification include:

Classification	Winner	Company
Bass, Largemouth 8 lbs., 10 oz.	Frank Wintczait	Walt Disney World
Bass, Smallmouth 6 lbs., 4 oz.	Robert Nadeau	Southern New England Telephone Company
Crappie 2 lbs., 5 oz.	Nancy K. Walser	McClean Trucking Co.
Muskellunge 15 lbs., 8 oz.	Gordon Barker	Dominion Foundries and Steel Co.
Northern Pike 9 lbs., 10 oz.	Harold Miller	Babcock and Wilcox
Perch 1 lb., 4 oz.	Gene Cielinski	Michigan Bell Telephone Co.
Trout, Brown 8 lbs., 4 oz.	Yung S. Chang	Motorola, Inc.
Trout, Lake 10 lbs., 6 oz.	Laura Koski	Michigan Bell Telephone Co.
Trout, Rainbow 11 lbs., 13 oz.	Ron Randklev	3 M Co.
Walleye 12 lbs., 4 oz.	Dennis J. Oben	Kodak Canada
Door prize by drawing	Thomas M. Dean	McDonnell-Douglas

Congratulations are in order for these people. Each winner received a trophy, rod, and reel. A total of 32 NIRA member companies entered the competition.

Results of the 1975 Duplicate Bridge Tournament have been tabulated, according to **Ray Mendoza** and **Jack Riley** of Convair. Nationally, the scores stack up like this:

Place/Score	Winners	Company
First/73.2	Mr. & Mrs. Glenn Selby	Armco Steel
Second/72.91	Jim Davis/Dick Ellis	Delco Electronics

Third/69.50	Clare Bavis/ Milton Peterson	Corning Glass Works
Fourth/68.52	Preston Baker/ Tom Pidduck	Puget Sound Naval Shipyard

Regional Winners were declared in all but Region IV, from which no one entered. Honors this year went to:

Region/Score	Winners	Company
Region I/69.50	Clare Bavis/ Milton Peterson	Corning Glass Works
Region II/73.02	Mr. & Mrs. Glenn Selby	Armco Steel
Region III/72.91	Jim Davis/Dick Ellis	Delco Electronics
Region V/64.58	Mr. & Mrs. John Wilson	Control Data Corp.
Region VI/64.86	Dave Drennan/ Ed Wang	McDonnell-Douglas
Region VII/68.52	Preston Baker/ Tom Pidduck	Puget Sound Naval Shipyard
Region VIII/64.81	Gary Duncan/ Robert Swenor	Dominion Foundries & Steel Co.
Region IX/59.92	Nevin Palley/ Oscar Carmichael	Martin-Marietta Alumina

The 1975 Awards brochure has been mailed. All applications for awards must be in the mail by March 15, 1976. Please call Pat Stinson at NIRA Headquarters if you did not receive the brochure.

As this article goes to press, NIRA Bowling and Pistol/Rifle competition is in full swing. Even so, it is still not too late to enter! Contact **Andy Zadany**, Corning Glass, (607) 974-8252, to receive Bowling Tournament information. Contact **Chuck Bloedorn**, Goodyear Tire and Rubber, (216) 794-3956, for Rifle/Pistol Competition information.

*This month's thought on programming: Do you plan an activity because you want it, or because the employees want it? Remember, recreation is a service for them.*

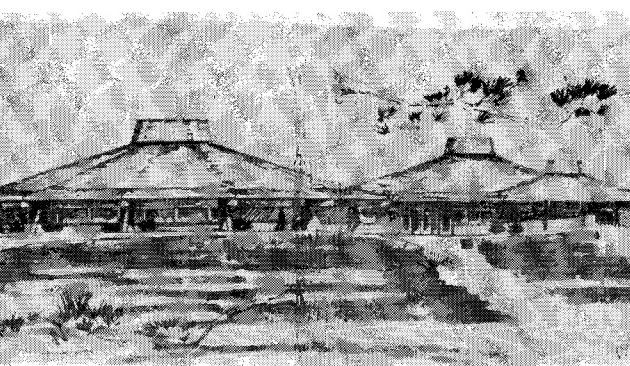
## Imagine . . . yours for the summer

### Majestic Devil's Head Lodge in the Baraboo bluffs near Wisconsin Dells, Wis.

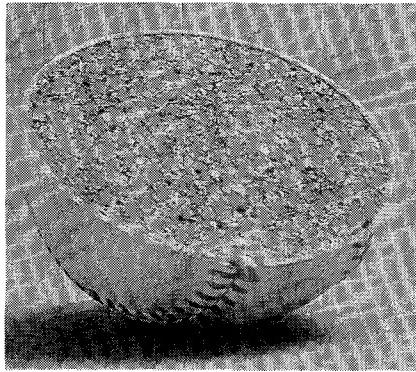
138 luxurious rooms	Dining rooms
Indoor/outdoor swim pools	Cocktail lounges
Tennis courts	
Whirlpool and sauna	Maybe even the
Meeting facilities	18-hole golf course

Conveniently located six miles from the Circus World Museum and 15 miles from 34 family attractions at Wisconsin Dells. We're flexible and ready to fulfill your specific needs. Call 1-608-493-2251. Ask for Mr. Domenic DeGirolamo.

**Devil's Head Lodge, Box 38, Merrimac, Wis. 53561.**



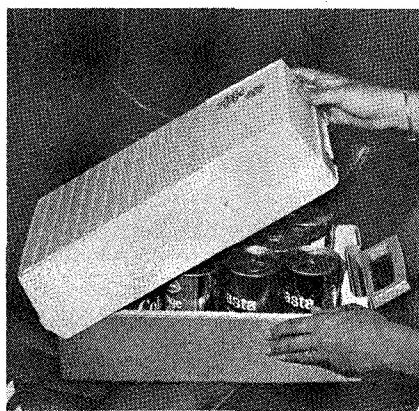
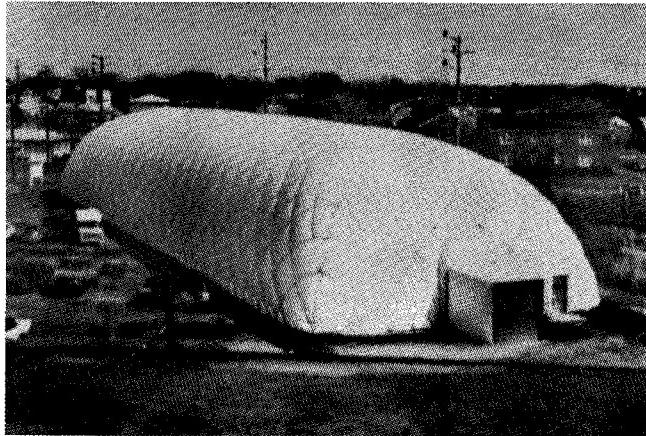
# new products



## Cork-centered balls

The manufacturer says that this line of baseballs and softballs provides better durability than those with either Kapok or wool-wound centers. The balls are nylon-stitched and leather covered, with "solid state" compressed centers. Hand-sewn in Haiti.

**CIRCLE READER SERVICE CARD NO. 1**



## Portable cooler

This new cooler holds twelve, 12-oz. cans. It is designed to keep drinks and snacks cold or warm for six to eight hours. It is especially handy for car travel, sporting events . . . any time when portability is necessary. The lid locks into the handle for easy carrying. Insulation is insured by a thick foam liner. 15½x9¼x6½ in.

**CIRCLE READER SERVICE CARD NO. 2**

**Remember  
to send in your  
Reader Service Card.**

## Air-supported structures

Savings of up to 50% on heating costs are the strong point of these "balloon" structures, according to the manufacturer. Built by the world leader in air-supported buildings, these offerings may be used for enclosing tennis courts, swimming pools, ice rinks, and other recreational facilities. To reduce heat loss through the single wall "en-

velope", the manufacturer heat-seals the Thermaliner, which is a polished aluminum liner, with a white vinyl coating facing the interior area. The exterior side of the liner is faced with a polished aluminum to produce individual thermal panels when the structure is inflated. Details available from the manufacturer.

**CIRCLE READER SERVICE CARD NO. 3**

## Lawn sweeper

A leading manufacturer of orchard sweepers has diversified to produce sweepers for parks and golf courses. Variable air power thoroughly cleans leaves around and next to trees and bushes. All models claim maximum maneuverability and will work on uneven or even terrain, soft or hard soils, flat land or steep inclines. They handle both wet and dry leaves and refuse.

**CIRCLE READER SERVICE CARD NO. 4**

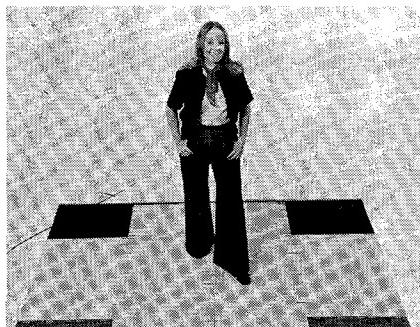




### "Squirrel house"

This compact, child-sized play unit is designed for preschool and early elementary school aged children. Its solid aluminum dome, bi-lateral climbing grids, and internal circular ladder are designed for easy negotiation by children at all levels of physical competence. Colorfully finished in baked epoxy to be vandal-resistant and maintenance free. Only 5-ft., 10-in. high, it can be mounted on almost any kind of surface.

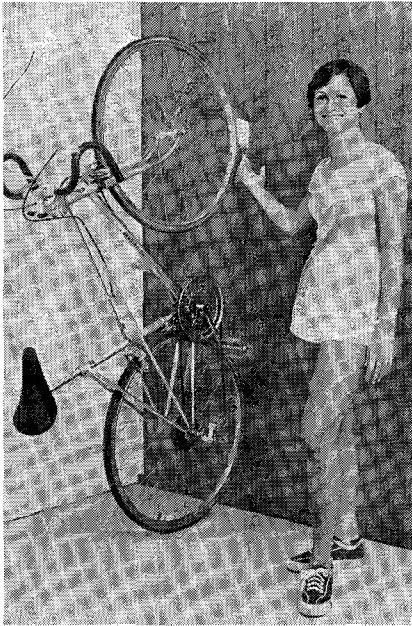
CIRCLE READER SERVICE CARD NO. 5



### Bicen' floor mats

This company has added white floor mats to its existing line of eight colors — including red and blue — to make a Bicentennial red, white, and blue configuration available. The all-vinyl mats have an open-weave design for firm tread and dirt/water flow-through. The new white mats, used with contrasting colored ramps and other colored mats are recommended for installation in tennis, golf, and swimming clubs.

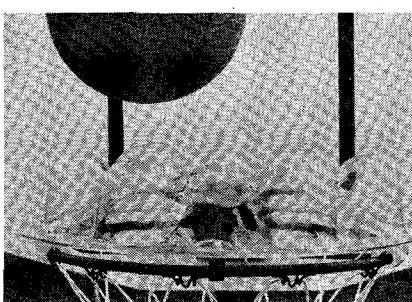
CIRCLE READERS SERVICE CARD NO. 10



### Vertical bike rack

A new answer to the bicycle parking problem — especially for those with limited space — is this wall-mounted holder. The cyclist simply rolls the bike up into the front-wheel grip and the bike is held firmly in place against the wall. The grip is made of durable cyclocac. It installs in minutes, with a screwdriver.

CIRCLE READER SERVICE CARD NO. 6



### Rebound trainer

This polyurethane bubble-top cap clamps over the top of a standard basketball hoop for endless rebounds. According to UCLA Bruins coach, John R. Wooden, it "is an excellent device for improving the effectiveness of the individual rebounder. It is structured so there is no way to pre-determine how the ball will rebound. This factor makes it an invaluable aid in the development of agility, maneuverability, and timing."

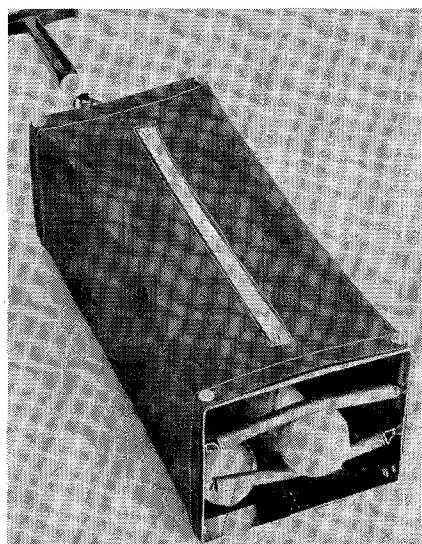
CIRCLE READER SERVICE CARD NO. 7



### Addressing system

This low-cost addressor is designed for organizations with small mailing lists. Comes complete with the addressing machine, addressing cards, activator fluid, tray, file guides and instruction booklet. The addressing cards can also be used to record purchases, dues payments, donations, attendance, or other important information.

CIRCLE READER SERVICE CARD NO. 9



### Tennis ball retriever

This variation on the tennis ball retriever works when it is placed over a ball and pressed down slightly. The ball pops up through two spring coils and into the storage bag. The heavy-duty canvas bag has a wire grate top. Up to 50 balls are accessible through the 14-in zipper. Available in a variety of colors.

CIRCLE READER SERVICE CARD NO. 8

*Travel benefits top list*

## **Survey highlights NIRA discount market**

**W**hen a NIRA member employee visits Sea World, he and his family save money on accommodations, car rental, and admittance to the park. When a NIRA member employee takes a once-in-a-lifetime trip to Greece, she flies at the lowest rate allowed under law. When a NIRA member employee buys a modern electronic watch, he pays less than sale price for it. As new company members soon discover, NIRA makes available scores of discounts and group rates on merchandise, travel, and services.

A national survey disclosed recently that annual purchases of discount tickets and merchandise by the employees of NIRA member companies may run as high as \$200 million. The survey, conducted jointly by NIRA and the National Industrial Recreation Research and Educational Foundation (NIRREF), asked member companies to supply 1974 statistics on the number of discount tickets and the amount of discounted merchandise they distributed. Tickets covered sporting events, amusement and theme parks, hotel accommodations, and theatre packages. Merchandise ranged from cosmetics to clothing to stereo tapes. Services, such as film processing, were also included.

The survey gathered information from 100 representative NIRA member companies and applied trends they showed to the total NIRA company membership. The overall picture was exciting for both member companies and Associate (supplier) members.

In the case of Disneyland/Walt Disney World and its Magic Kingdom Club discount ticket program, for example, the small sampling of members showed that each company distributed an average of 1,455 Magic Kingdom discount ticket books in 1974. It is estimated that a family of four would spend \$50 on admittance, entertainment, food, and souvenirs during a typical

two-day visit. If all NIRA members sponsored the Magic Kingdom Club program, NIRA alone could bring over \$69 million to the Disneyland/Walt Disney World gates.

On a much smaller scale, two companies reported their success with a pilot discount program initiated by Benrus, the famous watch manufacturer. The two companies reported that in 1974 they sold a total of 210 Benrus watches at special discount prices to their employees. At a low estimate of \$35 per watch, these two companies alone provided a valuable service to their employees — at a \$7,350 gain to Benrus. If only 25% of NIRA companies made the same discounts available to their employees, Benrus would benefit to the tune of \$1.1 million.

The discount story repeats itself for NIRA members across the country. Merchandisers are eager to offer special discounts and fares to NIRA companies because they know that effective recreation programs will open new markets for them. Associate member rolls have doubled in the past five years alone, largely for this reason. NIRA member companies welcome the discounts because they are effective employee benefits which require little effort or expense on the part of the company. Member companies also appreciate the assurance that any merchandiser who approaches them through NIRA is already a fellow member in the Association.

The greatest number of group rates and special discounts available to NIRA members involve travel services. Others are related to entertainment, merchandise, and additional services. For complete information on merchandise and services, recheck the 1976 *Buyer's Guide* in last month's issue of *Recreation Management*. When contacting any of the NIRA Associate members listed below, ask about special group rates or NIRA member discounts.

## **Entertainment and Amusement Parks**

Ceder Point, Inc. — Sandusky, Ohio  
(General Mills, Inc.) 9200 Films — Minneapolis, Minn.  
Ice Capades — Hollywood, Calif.  
Jones is Back — Jones, Mich.  
Knott's Berry Farm — Buena Park, Calif.  
Madison Square Garden — New York, N.Y.  
Opryland USA — Nashville, Tenn.  
Sea World, Inc. — San Diego, Calif.  
Six Flags, Inc. — Los Angeles, Calif.  
Walt Disney's Magic Kingdom Club — Anaheim, Calif.  
Warner Brothers, Inc. — Burbank, Calif.  
The World of Sid and Marty Kroft — Atlanta, Ga.

## **Merchandise**

Artists of America Entertainment Corp. — Panama City Beach, Fla.  
Benrus Corp. — Ridgefield, Conn.  
Bob Sterling Co. — Santa Monica, Calif.  
Champion Products, Inc. — Rochester, N.Y.  
Cyton Industries — Lancaster, Pa.  
Edwin W. Lane Co. — Chicago, Ill.  
Flexi-Dyne, Inc. — South Pittsburgh, Tenn.  
Forest Trails of America, Inc. — Phoenix, Ariz.  
Garrett Wade Co. — New York, N.Y.  
Hickory Farms of Ohio — Toledo, Ohio  
Horizon Sportswear, Inc. — Madison Heights, Mich.  
King Louie International — Kansas City, Mo.  
Moon Industries — South Holland, Ill.  
New England Art Publishers — North Abington, Mass.  
Olivetti Corp. — New York, N.Y.  
Paradise Products, Inc. — El Cerrito, Calif.  
Revlon, Inc. — New York, N.Y.  
S.A. Peck and Company — Chicago, Ill.  
Dave Shanker Industries, Inc. — Cleveland, Ohio  
Technicolor, Inc. — Hollywood, Calif.  
Webster Dictionary Co. — Chicago, Ill.

## **Travel Services**

Air France — New York, N.Y.  
Air Jamaica, Ltd. — New York, N.Y.

Austrian National Tourist Office — New York, N.Y.  
Bahamas Tourist Office — New York, N.Y.  
American Express Co. — New York, N.Y.  
Beach Club Hotel and Cabanas — Ft. Lauderdale, Fla.  
Bon Voyage Travel Agency — Des Plaines, Ill.  
Bristol Place Hotel — Rexdale, Ontario  
Brittish Airways/BOAC — New York, N.Y.  
Carefree Travel, Inc. — New York, N.Y.  
Coach Travel Unlimited — Justice, Ill.  
Constellation Hotel — Rexdale, Ontario  
Continental Holiday Management Corp. — Cleveland, Ohio  
Costa Line, Inc. — Chicago, Ill.  
CreativeWorld Travel — San Francisco, Calif.  
Del Monte Hyatt House — Monterey, Calif.  
Del Webb World Travel Co. — Las Vegas, Nev.  
Don Cesar Resort Hotel — St. Petersburg, Fla.  
Doral Hotels of Florida — Miami, Fla.  
Doubletree, Inc. — Phoenix, Ariz.  
Eastern Airlines — Miami, Fla.  
Eastern Steamship Lines, Inc. — Miami, Fla.  
EGR Travel International, Inc. — New York, N.Y.  
Elkin Tours, Inc. — Chicago, Ill.  
Ellicott City, Md. Department of Industrial Development  
El San Juan/El Conquistador Hotels — New York, N.Y.  
Four Lakes Village — Lisle, Ill.  
Frontier Airlines — Denver, Col.  
Group Charter & Tour Concepts, Inc. — Brick Town, N.J.  
Hawaiian Holidays — New York, N.Y.  
Hershey Estates — Hershey, Pa.  
Holidair, Ltd. — Boston, Mass.  
Holiday Inn — Nassau, Bahamas  
Holiday Inn — Tampa, Fla.  
Holiday Inn Coliseum — Winston-Salem, N.C.  
Holiday Inns, Inc., Caribbean District — Miami, Fla.  
Holiday Inns, Inc. Domestic Systems — Memphis, Fla.  
Hospitality Motor Inns — Cleveland, Ohio  
Hotel Atalaya Park of Spain — New York, N.Y.  
Hyatt House Hotels — Burlingame, Calif.  
Hyatt Puerto Rico — Pembroke Pines, Fla.  
Iberia Air Lines of Spain — Rego Park, N.Y.  
Intraco — New York, N.Y.

# ad index

Irish Tourist Board — Chicago, Ill.  
 Issa Hotels, Ltd. — Jamaica, W.I.  
 ITT Sheraton Corp. of America — Boston, Mass.  
 Jamaica Tourist Board — Chicago, Ill.  
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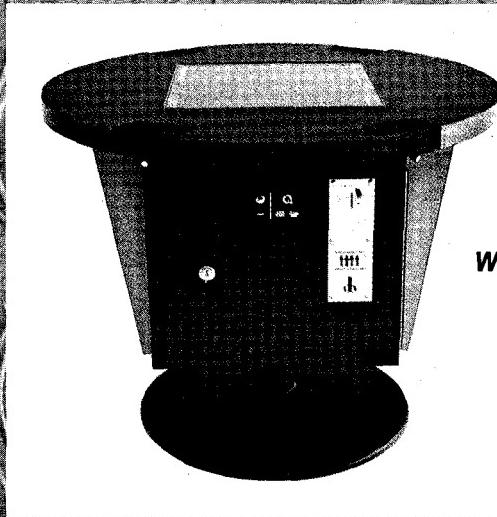
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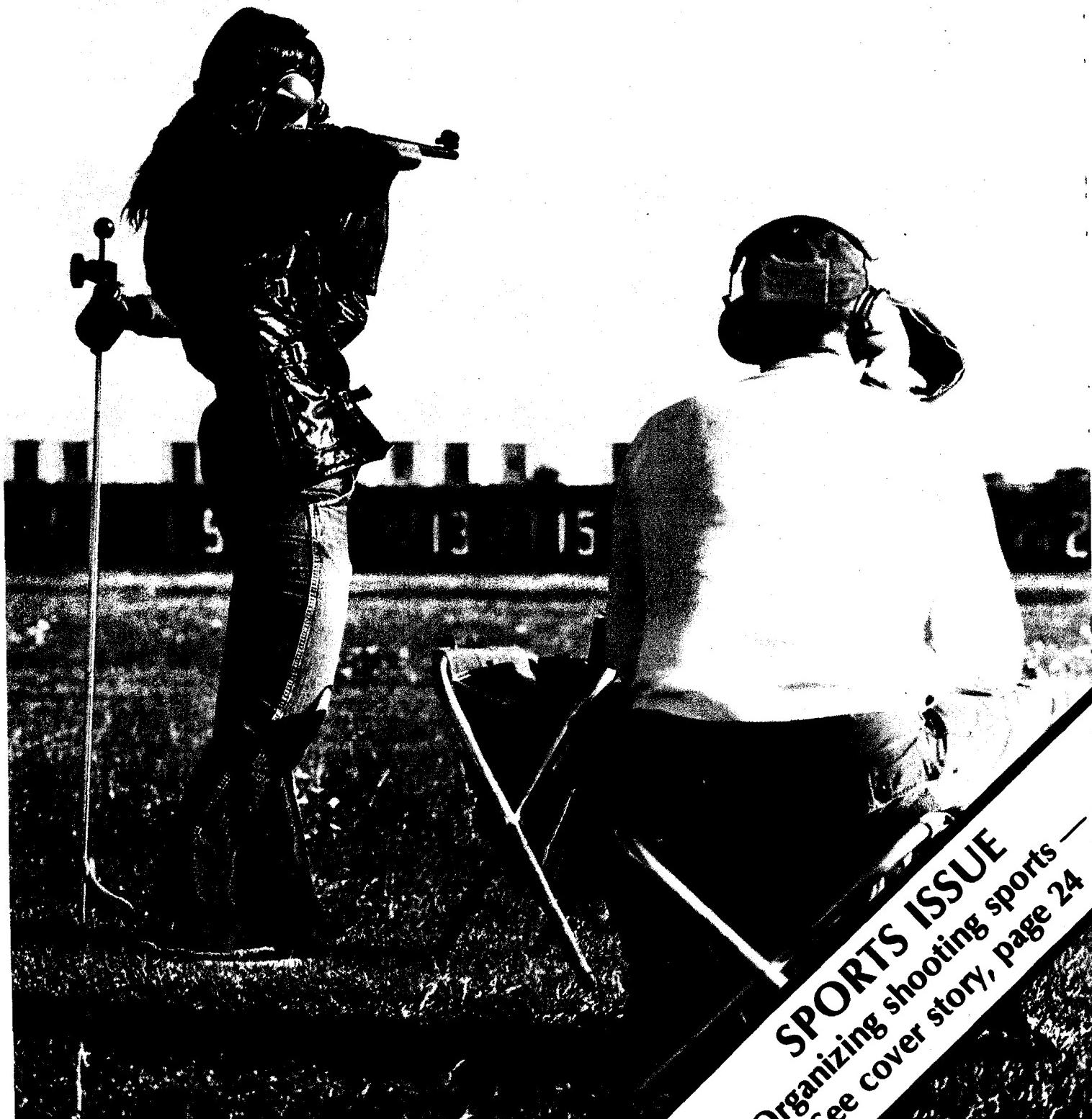
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- River rafting: a new sport
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# recreation management



**SPORTS ISSUE**  
Organizing shooting sports  
See cover story, page 24

# El Salvador



## Very close to heaven, yet very down to earth.

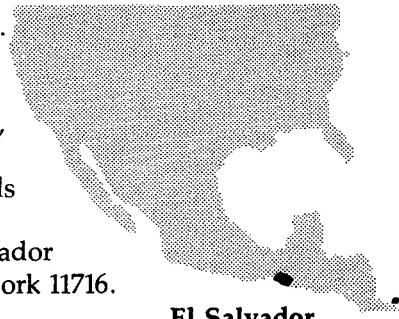
It's the kind of a place where Mayan ruins dot the countryside and year round sunshine makes each day feel like spring.

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El Salvador

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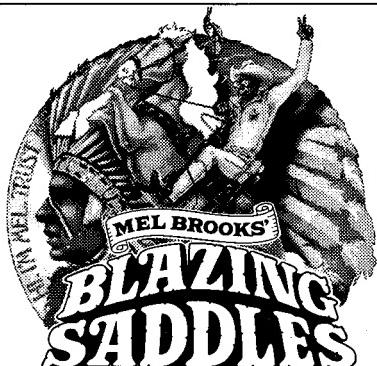
Alice is 35.  
Her son is 12.  
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they're running  
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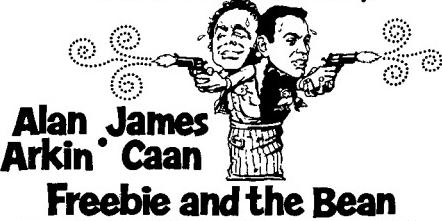


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THE JOURNAL OF EMPLOYEE RECREATION, HEALTH AND EDUCATION

March, 1976

# recreation management

Volume 19, Number 2

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# New logo for Associate members



Look closely at the new Associate member logo, left. In order to distinguish it more easily from the regular NIRAA logo, the Associates' mark now reads "Associate Member" below the seal. Associates who wish to use the new logo in advertising or correspondence should contact NIRAA for reproduction details.

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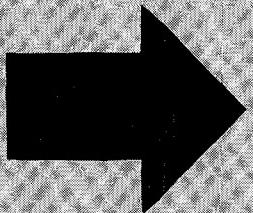
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# news in brief

## World bike race features Olympic team

The Great North Carolina Bicycle Race, scheduled for next June, got a little out of hand. According to Executive Director Bob Wills, the announcement of the race brought sponsors and racers from all over the United States.

"As soon as we began to talk to potential sponsors and looked at the type of mail we were receiving," said Wills, "it was evident there would be an identity problem and a change in name was needed."

The race, re-named the "United States World Bicycle Race," is slotted for June 11-20. It will be the longest stage race ever held in North America. The field will be limited to fifteen six-rider teams. Of the five American teams entered, two will be made up of riders who will compete in the Olympics at Montreal later in the summer. The Olympic riders will be selected during the Olympic Trials at Sacanac Lake, New York, in early June.

According to Ernest M. Seubert, Chairman of the Olympic-International Committee, the North Carolina race is an event of major importance to competitive cycling in the United States.

Said Seubert, "We certainly wanted our Olympic team to participate in what we believe will be the greatest race ever staged in the United States. We also hope by entering the best racers available in the United States Cycling Federation, it will help the race gain the prominence desired to become one of the finest events in the world."

For more information about the June race, contact Bob Wills at the Travel Development Section, Post Office Box 27687, Raleigh, N.C. 27611.

## Boston bike paths join US trails system

The Dr. Paul Dudley White Bicycle Paths in the Boston Metropolitan area have been designated a National Recreation Trail by US Secretary of the Interior Thomas S. Kleppe. The 6½-mile bike trail system winds through Cambridge and Watertown, an historic area along the Charles River. It includes urban historic sites such as Boston's Beacon Hill and the Back Bay National Historic District. The system is named for the late Dr. Paul Dudley White of Boston, a leading advocate of cycling for health and recreation. Dr. White was President Eisenhower's cardiac physician in the 1950's.

The National Trails System comprises both recreational and scenic trails. The trails are located, usually near urban centers, in 31 states and the District of Columbia. Many also

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National Car Rental

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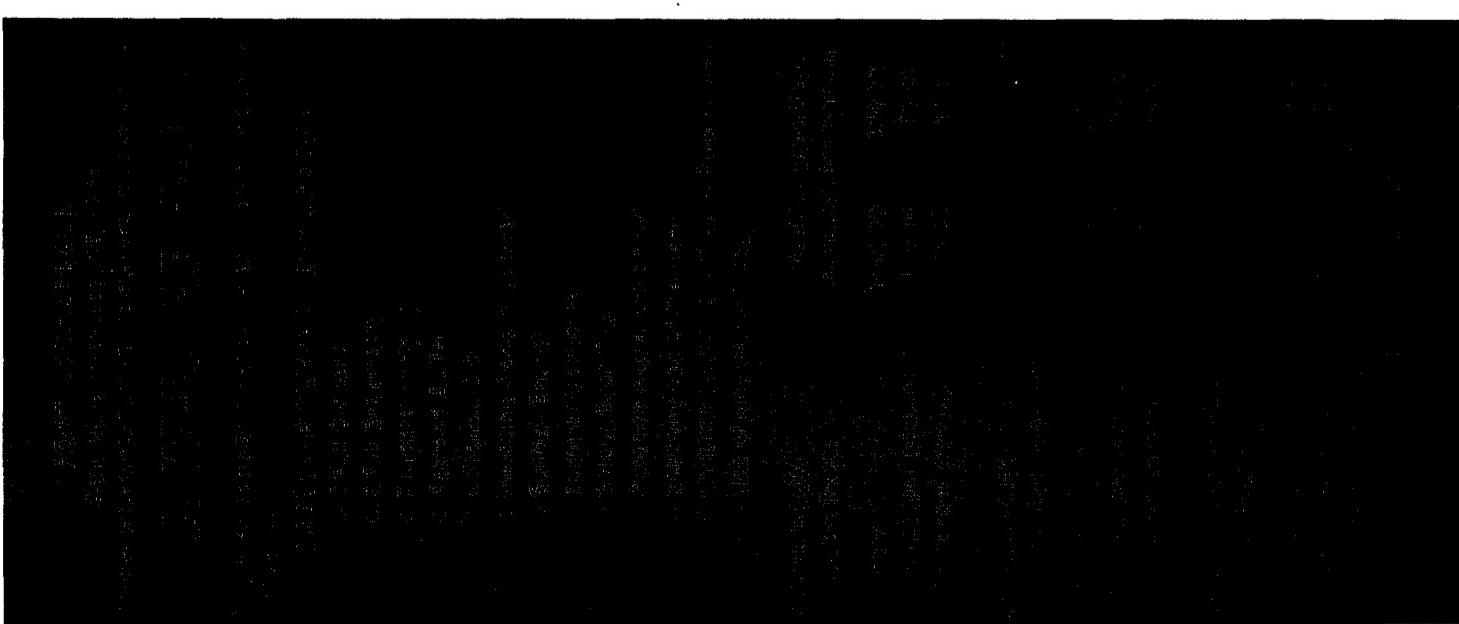
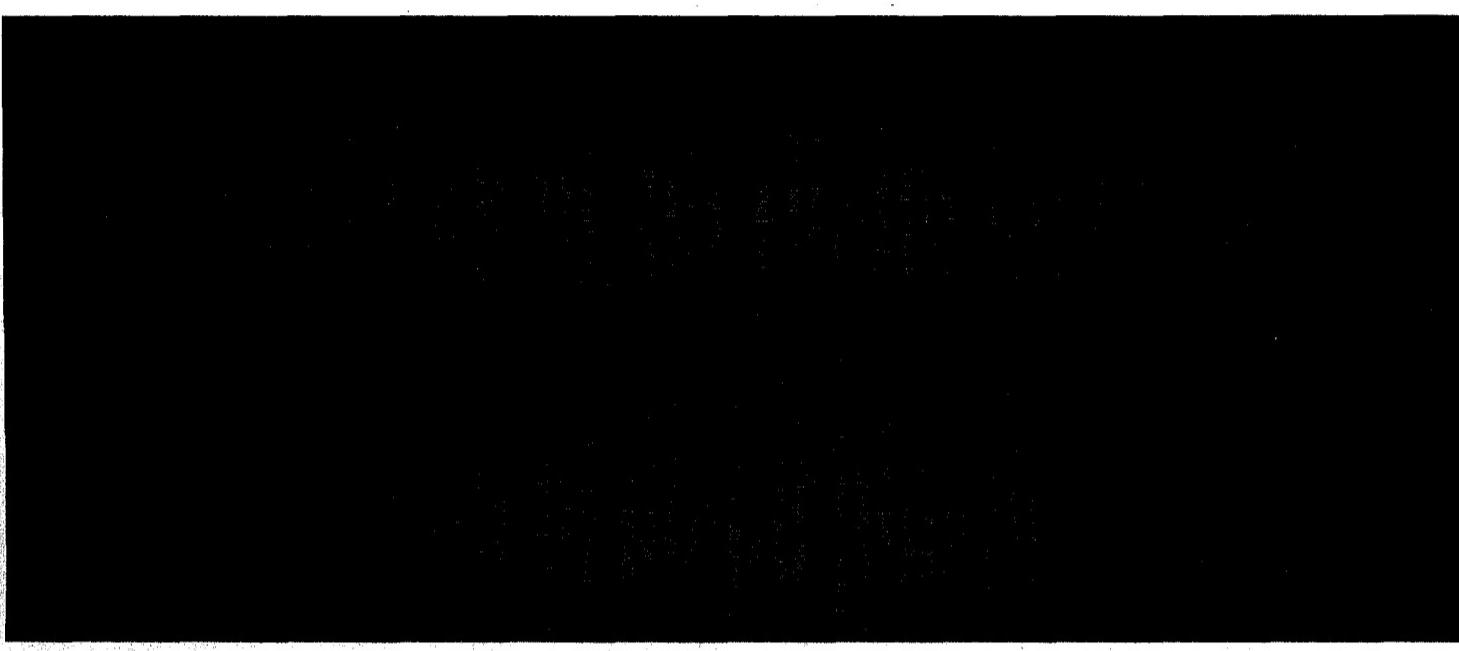
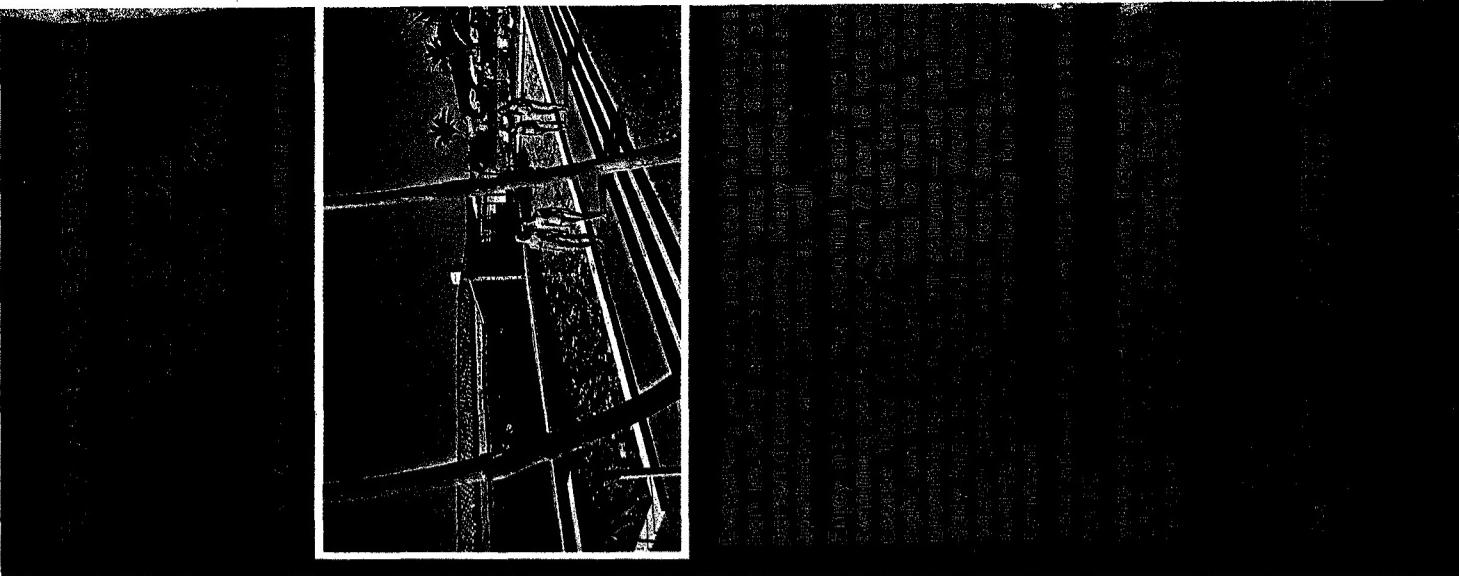


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include divers recreation opportunities, such as hiking, boating, and swimming, in addition to cycling. For more information, contact the U.S. Department of the Interior, Washington, D.C. 20240.

## Rural trails mapped for Bicen' cyclers

For bicyclists with a yen for the fresh country air, the federal Department of Health, Education, and Welfare offers fourteen "Bikecentennial" cycling tours. The trails have been arranged to cover some of the most scenic and historic rural areas of the United States. They include the quiet backroads of colonial Virginia, the Kentucky bluegrass country, the Colorado Rockies, the Oregon coast, and many more.

The tours are limited, by application, to 15,000 cyclists nationally. A 12-day tour costs \$120; a full summer on the trails, coast to coast, costs \$920.

For more information on the Bicen' tours for cyclists, contact

BIKECENTENNIAL '76, P.O. Box 1034, Missoula, MT 59801.

## Kodak sponsors snapshot awards

Your photography club members will be interested in entering the Kodak International Newspaper Snapshot Awards (KINSA). Amateur photographers in the US, Canada, and Mexico will compete for cash and travel prizes in the contest sponsored through local daily newspapers.

All entrants will be divided into two categories: black-and-white and color. Eligible photos must have been taken not earlier than July 1, 1975. Entrants must be able to supply original negatives or transparencies.

Kodak is offering ten cash and/or travel prizes—five in each category:

1st — 30-day around-the-world trip for two plus \$1,000 in cash, or \$5,000 in cash

2nd — 21-day European trip for two plus \$500 in cash, or \$4,000 in cash

3rd — 14-day Mexican trip for two plus \$250 in cash, or \$2,500 in cash

4th — 7-day Hawaiian trip for two plus \$100 in cash, or \$800 in cash

5th — 7-day West Indies trip for two plus \$100 in cash, or \$800 in cash

In addition, Kodak offers ten Honor Awards of \$500 each, and at least 200 Merit Awards of \$100.

In cooperation with the KINSA awards, \$10,000 in cash prizes will be donated by the Photo Marketing Association for its "Picture America" Bicentennial observance. Only entries submitted by papers in the United States are eligible for the \$2,500, \$1,500, and \$1,000 extra awards in each category for the

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continued  
on following page

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Employees will stay refreshed and their families happy during their working years. Later, retirement can be a never-ending vacation at the recreation center.

Small down payment — long-term payout.

The Johnston Group  
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Washington, D.C. 20041



A new wildlife refuge includes 4,000 acres of eastern estuary.

## **News in Brief continued**

theme photos. Winners will be selected by the same panel of photographic experts awarding the international prizes.

To learn the names of participating newspapers in your area, write to the Contest Activities Section, Corporate Information Department, Eastmen Kodak Company, Rochester, N.Y. 14650 for a listing available in May.

## **Park Service braces for Bicen tourists**

The National Park Service has hired 400 new fulltime employees to staff its parks, monuments, and historic sites during 1976. Over 240 million tourists are expected to visit historic and recreational centers during the Bicentennial year.

Some of the new workers will staff sites readied especially for the Bicentennial celebration. Others

will re-enforce the employees already on site in areas of historic significance. Philadelphia, home of the Park Service's Independence Square, will absorb 76 of the new workers. Boston's newly-authorized National Historical Park will take ten of the employees.

## **US accepts eastern coastal sanctuary**

A Philadelphian recently donated a 4,000-acre tract of unspoiled island property to the United States, with the agreement that it be preserved as a National Wildlife Refuge. The estuarine property includes Pinckney Island, located in Beaufort County, South Carolina, adjacent to Hilton Head Island, and about 13 miles from Savannah, Georgia. Three smaller islands are also part of the sanctuary package.

The new refuge contains about 2,800 acres of salt marsh, 600 acres of agricultural land, and 700 acres of timberland. Wood ducks, widgeon, mallards, black ducks, pintails, and

teal visit the island's ponds. About twenty-five alligators live on the island, along with brown pelicans, quail, turkey, deer, white ibis, egrets, little blue herons, and anhingas.

Assistant Secretary of the Interior Nathaniel P. Reed said, "This gift represents the best of private philanthropy. The island is a treasure house which will serve as an educational center for generations to come."

## **Cooperation in Oregon saves wild area**

The cooperative efforts of Georgia-Pacific Corporation and the Nature Conservancy, a national conservation organization, have saved 4,300 acres of Pacific estuary as a wildlife sanctuary. Efforts to establish the sanctuary, which borders the South Slough of Coos Bay on Oregon's Pacific Coast, are nearly half-completed. Georgia-Pacific, the major land owner in the area, has agreed to give the Conservancy approximately 1,000 acres and to sell it

an additional 1,000 acres at a price set by an independent appraiser. The value of the G-P gift, which the Conservancy plans to transfer to the state, is \$854,000.

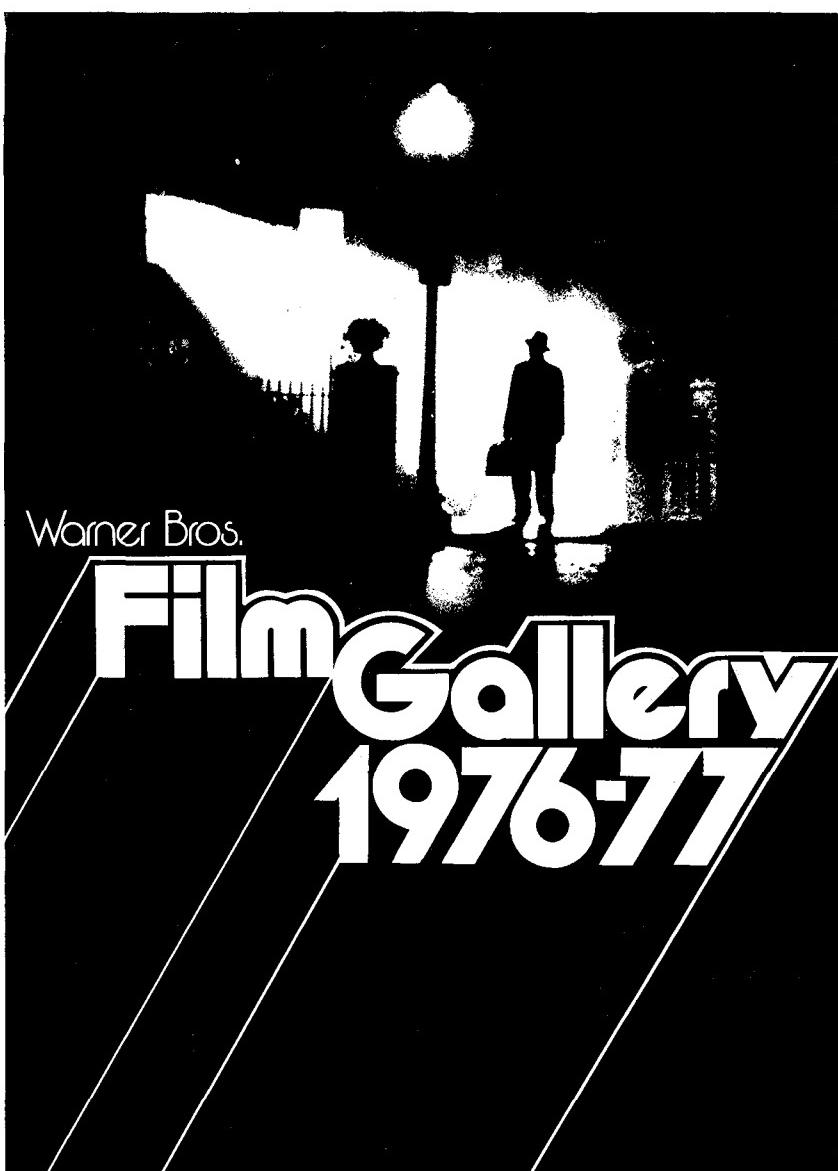
Georgia-Pacific said that the latest tract includes both reforested areas and timber ready for harvest. Under terms of the agreement, the company will complete its current harvest on one 100-acre tract, then furnish seedlings to make that small tract a reforestation research area.

The entire sanctuary at South Slough is to be set aside, in its natural state, for scientific studies on the metabolism of estuaries.

The Nature Conservancy is a national conservation organization receiving its support from the public. Its resources are solely devoted to the preservation of land. The Conservancy and its 25,000 members have helped to set aside over 850,000 acres of ecologically and environmentally important natural areas, nationwide.

**Newsnotes . . . the Civil Aeronautics Board (CAB)** has refined its position on ground accommodations for OTC's. Members of the Board now say that they won't insist that the former minimum of 40 OTC passengers stay at one hotel. As reported in RM, owners of small hotels, especially those in the Caribbean, had led the drive to lift an earlier ruling requiring OTC passengers to accept accommodations in the same hotel. . . . People across the country were shocked to hear that James E. Edmondson, known in the entertainment world as "**Professor Backwards**," was killed in an apparent robbery-kidnapping, January 28. Edmondson entertained delegates to the 1974 NIRA conference and exhibit in Atlanta. He had also been seen nationally on the Ed Sullivan and Johnny Carson Shows. His housekeeper and three men were arrested shortly after the slaying and charged with armed robbery and murder. □

## Your film program planner



Your film shopping guide for the NIRA/Warner Bros. Film Program is now available. The catalogue lists the wide variety of current movies—and some classics—ready for rental by NIRA member companies. For more information on the program, contact NIRA.

An advertisement for RCA Films. It features a black and white photograph of a man in a suit and tie, looking towards the camera. The text "RCA FILMS" is printed in large, bold, white letters at the top left. Below the photo, the slogan "MOVIES MOTIVATE PEOPLE" is written in large, bold, white letters, followed by "Sales-Personnel-Safety-Recreation Free Catalog".

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CIRCLE READER SERVICE CARD NO. 27

# NIRA INFORMATION CENTER

Publications Available from National Industrial Recreation Association.

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#### **Industrial Recreation Bibliography**

An annotated bibliography of all materials related to industrial recreation by Robert W. Schoott, and Douglas M. Crapo, Ph.D. Over 470 entries are categorized by subject into 11 chapters. \$2. plus \$1. postage & handling.

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#### **The Untapped Potential: Industrial Recreation**

Illustrated booklet based on a talk given by Frank Flick, president of Flick-Reedy Corp, a NIRA "Employer of the Year." Innovative recreation programs sponsored by Goodyear, Timken, Kodak, Xerox, Flick-Reedy, and others are illustrated. \$2. plus \$1. postage & handling.

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#### **Recreation Management**

Monthly professional journal for industrial recreation directors, leaders, and program coordinators. The only publication of its kind in U.S., **RM** features program ideas, educational material and articles detailing social, athletic, cultural, and service programs in business and industry. Published 10 times per year. NIRA members also receive CIRA INFORMER, KEY NOTES and THE PRESIDENTS QUARTERLY.

\$15 for NIRA members

\$20 for non-members

#### **Principles of Association Management**

A basic how-to guide for the association administrator. Published cooperatively by the American Society of Association Executives (ASAE) and the Chamber of Commerce of the United States. The book covers such basics as building membership, motivating people, developing communications, conducting meetings, financing programs, handling public relations, understanding government regulations, and more. Hard-cover. 437 pages.

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## associate profile

### Sea World of Florida highlights whale of a show

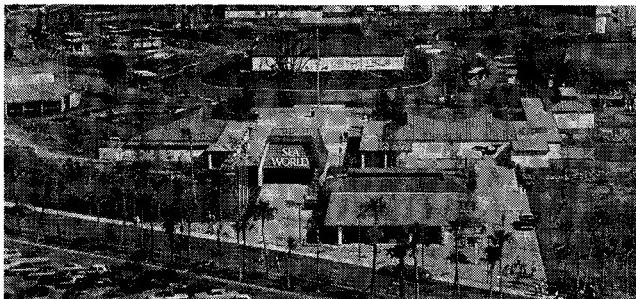
Shamu, one of the world's first trained killer whales, is the popular star of Sea World's Florida park, 12 miles southwest of Orlando. One of three Sea World marine entertainment parks, Sea World of Florida also features shows with sea lions, dolphins, and penguins.

Shamu weighs in at 4,700 pounds and measures fully 16 feet in length. He leaps, flips, and dives for delighted spectators, sometimes with his trainer riding on his back. At one point, he even encloses the trainer's head in his 44-tooth mouth. In the same park, The Dolphin Research Center opens its doors for several daily audiences to watch three bright dolphins flip and splash through their famous routines. Both shows play to as many as 3,000 spectators at one time, often finding volunteers from the audience to participate.

The World of the Sea Aquarium duplicates marine life in a huge tank. Sharks, rays, and dozens of fish species live together in the 150,000-gallon environment. A "Sea Maid" feeds the fish within view of visitors. The Pacific Tide Pool invites visitors to touch and observe various seashore animals, including starfish, sea urchins, crabs, fish, and anemones.

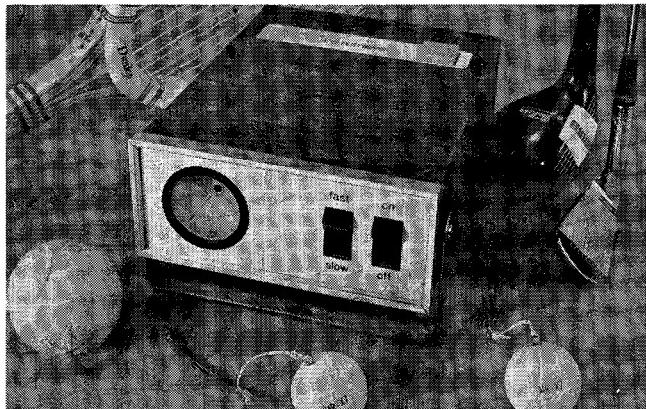
On dry land, Sea World of Florida offers an Hawaiian village on the shores of a 17-acre lake. Recreated from the south seas, the tropical town is complete with a trading post, outrigger canoes, waterfalls, and a tropical garden. Another village, modeled after a Japanese hamlet, includes a tea house, sculptured gardens and pools, and an atmosphere filled with oriental music. The "Far East Treasures" shop offers exotic gifts.

The park is just minutes from Orlando and the myriad of family entertainment spots there. The regular admission price of \$5.25 for adults and \$3.25 for children admits visitors to the entire park with its many shows and displays. NIRA members with over 100 employees are also eligible, through the Dolphin Club, for reduced prices to the Florida park and its sister parks in San Diego and near Cleveland.



CIRCLE READER SERVICE CARD NO. 14

### Moon Industries makes "portable driving range"



Moon Industries, Inc., a new NIRA Associate member, suggests that recreation directors bring a 3x7x9-in. golf driving range to their employees. Moon manufacturers a compact, 6-lb. ball retriever which allows a golfer to practice repeated drives of up to 200 yards, with the use of only a single ball.

The Moon Retriever is versatile. With a regulation weight MR-X7 golf ball, a golfer may practice chip and short shots on any lawn — even over water. With the specially-designed MR-D driving ball, the golfer can trace the flight of his/her practice drives. In either case, the press of the adjustable ball retriever button brings the ball back in seconds.

The Retriever has a sturdy steel case with a wood grain finish. The actual retriever mechanism is electronically driven by gel-cell batteries. A self-contained AC adapter is included for recharging the batteries. An adjustable lever allows two return speeds for any ball used. Up to 200 yard of line self-winds inside the compact case. A unique shock-absorber inside the unit protects against the strain of a full 200-yd drive. The chrome-plated handle allows for easy carrying and doubles as a fold-down prop for height adjustments.

A complete Moon Retriever package includes the basic case and motor, three MR-X7 regulation weight balls, one gel-cell rechargeable battery, one battery recharger, a tough monofilament line, and full instructions. The MR-D driving ball, a Par-2 Golf Game Kit and retrievable tennis balls are available at additional cost.

Employees will enjoy renting the Retriever — or purchasing it through you — for use at company picnics, golf outings, and family occasions. An initial demonstration model is available to NIRA members at the wholesale price. Additional models retail for a suggested \$159.95.

CIRCLE READER SERVICE CARD NO. 15.

# NIRA meets the new year

## Region IV floats conference cruise

## Board of Directors charts '76 course

**N**IIRA combined two important meetings this year, with remarkable success. Region IV was lucky to have the hospitality of Eastern Steamship Lines for its second annual meeting, January 9-12. During the two days following that meeting, the national Board of Directors assembled in Ft. Lauderdale to discuss the Association's work for the early part of 1976.

### Region IV meeting

For the second year, NIRA's Region IV held an educational conference aboard the *S.S. Emerald Seas*. Independently organized by Region IV members, the "Update 76" conference was opened to delegates from all NIRA organization members on a first-come-first-served basis. The invitation brought more responses than the ship had berths available. In all, more than 100 NIRA delegates and their spouses took part in the conference.

The *Emerald Seas* eased out of Miami's port late in the afternoon of Friday, January 9. Delegates got acquainted during the remainder of the day. Saturday morning began with an orientation by Bernie Chabot of Eastern Steamship Lines, and an explanation of Eastern's group

packages. An afternoon education session explored recreational needs of different employee age groups. Sunday's educational discussions centered around the problems of planning recreation programs to meet corporate goals. Dr. Joel E. Ross, Professor of Management at nearby Florida Atlantic University, led the discussion. Later, NIRA President-Elect Roy McClure, of Lockheed-Georgia, led an informative program idea exchange. Dr. Lawrence A. Klatt, a colleague of Dr. Ross' led another session on how to run a recreation program like a business. Later in the day, delegates and their spouses were free to shop and sightsee in the port of Nassua. Dinner, dancing, and entertainment aboard the *Emerald Seas* concluded the evening. Monday morning saw the delegates debarking at Miami.

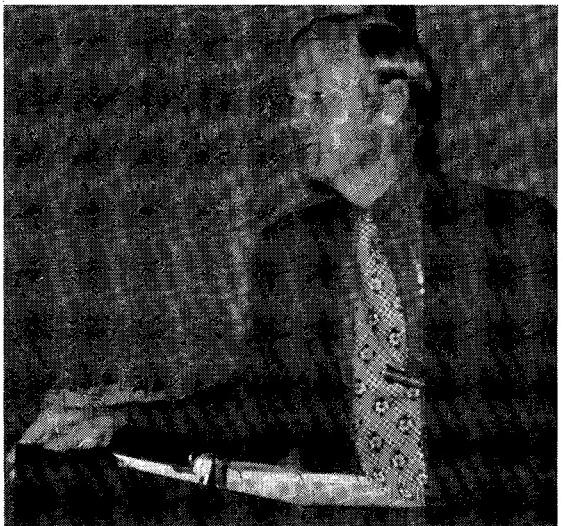
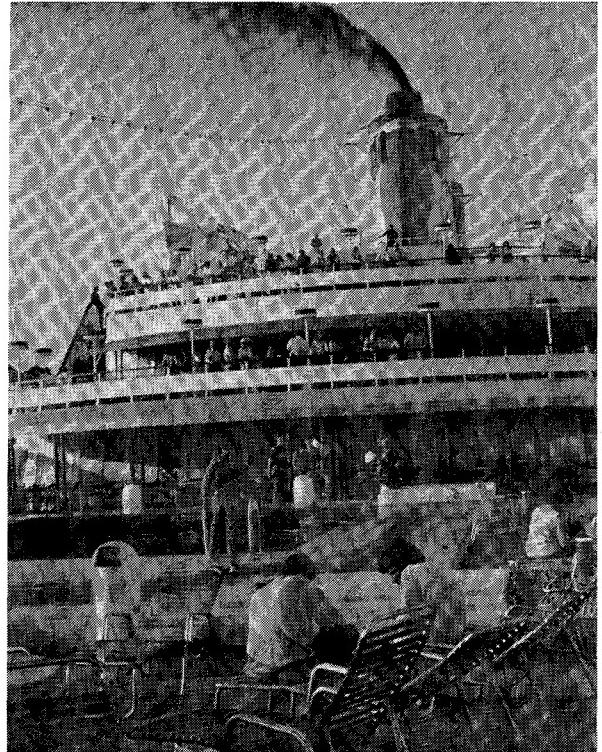
### Board of Directors Meeting

NIRA's Board of Directors moved quickly from the Region IV meeting to their own first meeting of 1976. Many topics of varied interest were presented at the two-day session.

Of continuing importance to all Board members was the promotion of Industrial Recreation Councils (IRC's) and their inclusion in NIRA. Several Board members are working

with the Association Staff to prepare organizational guidelines for groups which wish to form IRC's and/or become full-member Councils within NIRA. The Directors also instructed Vice President of Tournaments and Services Steve Waltz (Cummins Engine) to work with the Staff to develop specific guidelines for future NIRA tournaments and contests. Increased responsibilities for the individual tournament coordinators, as opposed to the national headquarters office, will be part of the new guidelines. Much of the Board's energy, too, was devoted to details of the 1976 Conference and Exhibit, scheduled for Milwaukee, May 21-25. News of that national meeting for all NIRA members will be updated continually in special mailings and *Recreation Management* stories. The Board also discussed possible sites for 1977 and 1978 Conferences.

The Board welcomed guest Scott Lane, Director of the Industry Entertainment Program for Warner Bros. Inc. Lane explained again the benefits of the new NIRA-Warner Bros. Film Program, which makes available to NIRA members recent popular feature films from the Warner studios. Following the Board meeting, Lane signed the exclusive ten-year contract for the program. □



**Clockwise from top.** On board the S.S. Emerald Seas. Scott Lane (left) and Mike Fryer (right) watch as President Bill DeCarlo signs the WB contract. Jerry Abbott of Florida Atlantic University conducts an educational session. Eastern Steamship lines' Bernie Chabot accepts a NIRA appreciation award. Jerre Yoder (right) and Mel Grayson attend an educational session.



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# nira news

## Discounts change at National Car

The 20% discount formerly available to NIRA members from National Car Rental has been altered. According to Wayne Herberger, Manager of Group and Convention Sales, "NIRA members will enjoy the savings of this new uncomplicated rate structure." In Herberger's words, here is how the new special rate structure works:

"New Deflated 'Preferred Rates', in operation at most National Car Rental locations, are classified as 'net/dry' rates. The daily and mileage charge has been substantially reduced. In the economy car category it even eliminates a mileage charge completely at many locations or allows for at least a specific number of miles at no additional cost at other locations. The customer pays for the gas used. No discount is available.

"You will find that typically these rates result in lower net charges per average rental than the previous time and mileage charges which included gas and allowed a 20% discount. At the present time, your members will continue to receive the current 20% discount off published gross time and mileage net rates at those National Car Rental locations which are not participating in the new program. Also, the current 10% discount off published gross time and mileage rates continue to apply internationally at all Europcar locations.

"In other words, the 20% discount has been eliminated concurrently with the new Deflated Rate program at most National Car Rental locations, but discounts currently apply at non-participating National locations and at all Europcar locations in Europe.

"For those members of NIRA holding National Car Rental VIP

Club credit cards, the other benefits remain valid. The VIP Club credit card eliminates any deposit requirements, establishes credit worthiness, and allows for monthly charge privileges on all National Car Rental, Tilden Rent-A-Car, and Europcar charges as well as National truck rental charges plus charge privileges at many Hilton Hotels."

For further clarification of the new National Car Rental rate schedule, write National's Executive Office, 5501 Green Valley Drive, Minneapolis, Minn. 55437, or phone (612) 830-2121.

## 1976 AAU Swimming championships

This year's AAU National Swimming Championships in Philadelphia have been rescheduled to accommodate their live television coverage by ABC-TV's "Wide World of Sports." The Championships, formerly set for August 12-15, 1976, have been moved up to August 11-14. The announcement was made recently by AAU Chairman John B. Kelly, Jr.

Kelly also stated that the AAU is currently receiving proposals for the purchase of a new timing system to be installed for the event. The system will consist of electronic touch pads, computerized to 1,000th of a second, and a running timing board.

More than 1,000 swimmers from throughout the nation and the world will compete next August in 30 top events. The winners will go on to upcoming international meets.

The 1976 AAU National Swimming Championships have been designated as the Official National Bicentennial Swimming Meet. For more information, contact National Swimming Championships, 121 Chestnut Street, Philadelphia, Pa. 19106 (215) WA3-9100.

## Johnson Wax funds Bicentennial film

Johnson Wax has provided a \$250,000 grant to help finance the production of "American Years," a 45-minute Bicentennial film. The film will dramatize the country's most significant historical events. Producer Francis Thompson, whose award-winning "To Be Alive" captivated audiences at the 1964-65 World's Fair, will devote his talents to the new Johnson Wax effort.

"American Years" will be a central attraction at the Philadelphia Bicentennial celebration. The film will begin a four-year run at the city's new Living History Center on Independence Mall.

## Hobby Show pulls 33% visitor increase

The Hobby Industry Association of America (HIA) drew a record number of retailers to its 39th annual Hobby Industry Convention and Trade Show, January 25-29. The

Show was held in Chicago's Conrad Hilton Hotel.

According to Edward Goldberg of Peerless Corporation, who served for a sixth year as Trade Show Chairman, "the increase in attendance reflects the upswing in the economy in the last quarter of 1975. Merchandise moved off the shelves, so retailers are buying."

Total attendance, including exhibitors, the HIA staff, and guests, exceeded 14,000. Eleven thousand attended in 1975. A record 350 hobby and crafts firms exhibited.

Products showcased included model planes, radio control gear, model railroads and equipment, cars, ships, rockets, scale model miniatures, science kits, plastic kits of all types, car racing sets, hobby tools, paints and cements, art supplies, stamps, weaving and crewel materials, and the complete gamut of craft kits.

1977 will mark the first year in

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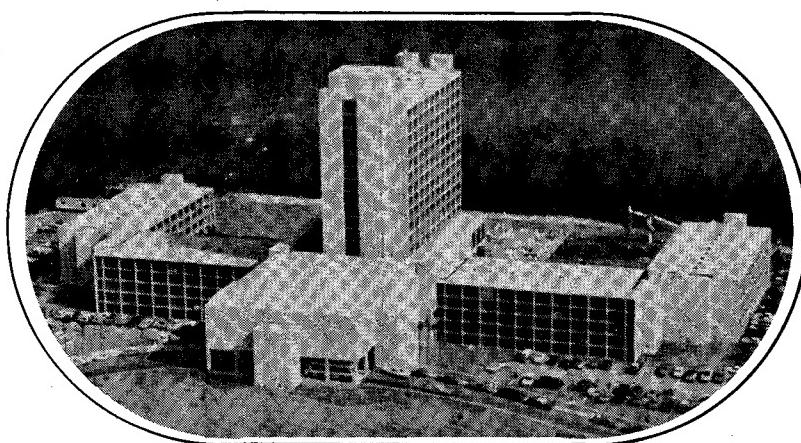


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Write or call today for more information on how you can be part of the PRO FIT Program.



THE DUTCH INN hotel is honored to have been selected as headquarters for your May, 1977 Conference. We thank you for the privilege of hosting this meeting and wish to thank the NIRA Officers and Directors for their vote of confidence. In future issues of *Recreation Management* we will be acquainting you with some of the fine recreational and amusement facilities you will be enjoying here next year.

Warmest regards,

Donald L. Rose  
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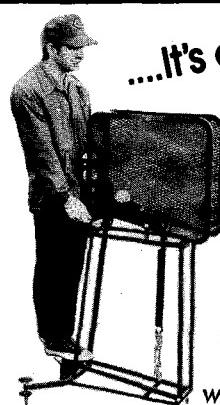


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## NIRA News

continued

which the Hobby Industry Convention and Trade Show will not open in Chicago. For the next two years, exhibitors and retailers will meet in Houston, Texas. In 1979, the Show will travel to St. Louis. It will open in a different city every year thereafter.

### JAL, Ramada sign marketing contract

Ramada Inns has signed a two-year representation and marketing contract with the Japan Air Lines Development Company (JDC). JDC is a Tokyo-based subsidiary of Japan Air Lines. Both Ramada and JAL are Associate members of NIRA.

According to Roger K. Rasmussen, Ramada's Vice President of Worldwide Marketing, JDC will act as marketing, sales promotion, and reservations representative for all Ramada properties. JDC will make personal calls throughout Japan and distribute Ramada Inn di-

rectories to large retail and wholesale travel agencies, shipping companies, corporate travel departments, and government agencies.

### Laverne and Shirley and the NBC

The National Bowling Council (NBC) has teamed up with ABC-TV in the production of a mid-season comedy premier, "Laverne and Shirley." The program is a spin-off of the popular ABC-TV series "Happy Days," and is scheduled to follow that show every Tuesday evening. The series is set in Milwaukee, circa 1958. It revolves around a combination bowling center/pizza parlor called "The Pizza Bowl." In the new show, both girls are recent high school graduates employed by a local brewery and actively involved as league bowlers on one of the company's teams.

The National Bowling Council worked closely with ABC-TV in preparation of the new program. The Council provided the producers with technical advice, bowling equipment, and memorabilia for the bowling center set. The Council, headquartered in Washington, D.C., is an educational and service organization for the promotion of bowling.

### "He Played a Yo-Yo in Nashville"

*He played a Yo-yo in Nashville,  
He played it at the Grand Ole  
Opry.*

*He played a Yo-yo in Nashville,  
Oh, he had lots of friends in  
Tennessee.*

He is Richard Nixon. The country song about his 1974 visit to the Grand Ole Opry may be the surprise hit of the last year.

The song, which tells of the former President's moment of light-heartedness amidst the growing tension of the Watergate affair, was the brain-child of Jimmy Hatcher, President of Artists of America recording company. Hatcher asked Sean Morton Downey to record the song, then wondered how Nixon would feel about the lyrics. Through a personal friend who works as a Nixon

aid, Hatcher and Downey were invited to San Clemente to play the record.

Hatcher was relieved to learn that the former President appreciated the song:

*It was the spring of 1974  
And there was trouble brewing in  
the land.  
The leader of a mighty nation  
Had circled his wagons to take a  
stand.  
He hit the road to tell his story  
Of what he knew and didn't  
know.  
He stayed a while down in  
Tennessee  
And played on an old piano and a  
yo-yo.  
(Chorus)  
The people cheered and made him  
smile.  
He knew they wanted to believe  
He spoke the truth and it'll be  
over soon.  
You know he's a fighter, he'll  
never leave,  
But deep inside he felt the burning  
fire  
And he knew he would never be  
free.  
Oh, how he'll long for the  
cheering crowds  
And the happy days of Nashville,  
Tennessee.  
(Chorus)  
The sun is shining brightly in  
California,  
A lonely man sits by the peaceful  
shore.  
His famous word still echos  
through his brain:  
You won't have me to kick around  
anymore.*

## JAL tops with veteran travelers

Japan Air Lines (JAL) was named most often as the favorite airline by a club of sophisticated travelers recently. The notice came in the column of *Chicago Daily News* Travel Editor John Justin Smith.

Smith cited the results of a survey sent to members of the Nifty Fifty Club, a group of *Daily News* readers who have visited at least fifty countries. When the columnist asked

Club members if they had a favorite airline, reported Smith, "The line they mentioned most was Japan Air Lines." Smith further resorted that "A close second was United. Lufthansa, Scandinavian and Pan American tied for third."

## H&B wins national service award

Hillerich & Bradsby Company recently received the Athletic Goods Manufacturer's Leadership Award for 1975. The awards program was sponsored by *The Sporting Goods Dealer Magazine* and included the ballots of retail and wholesale sporting goods dealers throughout the U.S.

Dealers were asked to vote for the athletic goods manufacturer who, in their opinions, "exemplified services of the highest order to the sporting goods industry and for outstanding contributions to the progress and welfare thereof." Hillerich & Bradsby, received the same award in

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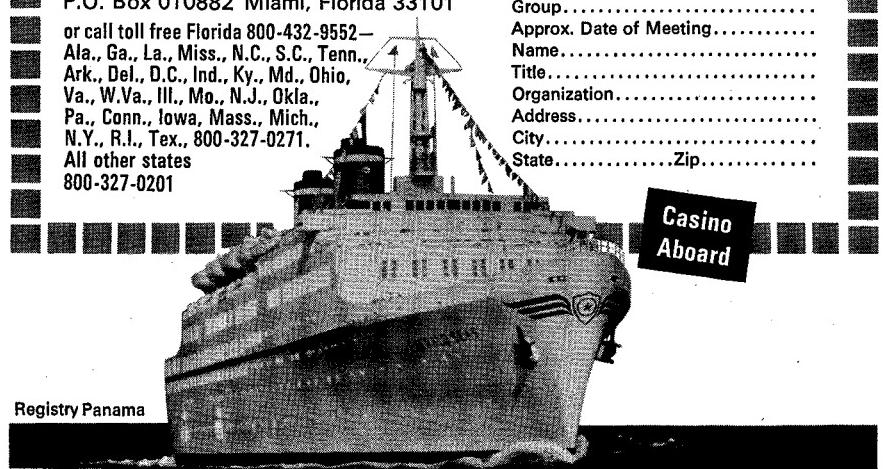
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N.Y., R.I., Tex., 800-327-0271.  
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800-327-0201



Please send, without obligation, your  
Meeting Planner's Kit.  
Approx. Number of Persons in the  
Group.....  
Approx. Date of Meeting.....  
Name.....  
Title.....  
Organization.....  
Address.....  
City.....  
State..... Zip.....

CIRCLE READER SERVICE CARD NO. 39

1967. The Louisville, Kentucky company manufactures the Louisville Slugger™ baseball and softball bats, Power Bilt™ and H&B golf clubs, and Louisville Slugger hockey sticks. The firm also distributes, baseball and softball gloves, baseballs, softballs, and golf balls under the H&B name.

**NIRA Newsnotes . . .** on growing Associate members: **Ramada Inns** now include a new hotel in Falls Church, Virginia. Open in time to accommodate Bicentennial tourists, the Falls Church inn is just seven miles from Washington, D.C. The 11-story hotel is decorated in the theme of Teddy Roosevelt's time. It contains 209 rooms, including ten suites. The inn's "Teddy" restaurant and "Rough Rider" lounge are staffed by people in turn-of-the-century costume. The hotel also includes a small banquet room and four meeting rooms, as well as a heated indoor swimming pool, sauna, and a health and recreation area . . . the **Marriott** chain, mean-

while, has announced the opening of two new hotels. A new 302-room Marriott Inn will open in early 1977 in downtown Houston. A larger, 339-room Marriott hotel opened in that city in 1969. The 14-story hotel connects with a 15-story office building. The two share garage facilities for 1,100 cars. The western-styled hotel offers banquet space for 500 and conference rooms, as well as an indoor swimming pool, sauna, and game room. Marriott has also begun construction on a 302-room hotel adjacent to Marriott's "Great America" theme park in Santa Clara, California. The 10-story hotel offers a 4,540 sq. ft. ballroom, divisible into five smaller conference rooms. Entertainment and dancing will be offered in the restaurant and cocktail lounge. The complex will also include indoor and outdoor swimming pools, an activity court, hydrotherapy pool, game room, gift shop, and airline and car rental desks . . . **Japan Air Lines** has added three hotels to its network of accommodations in the five Japanese cities it serves. Agreements have been concluded with the Osaka Royal Hotel, the Sapporo Grand Hotel, and the Nishitetsu Grand Hotel in Fukuoka. This expansion makes the JAL Hotel System the largest Japan-

based hotel network. The three new additions, like all hotels in the System, will offer reservations via JAL's worldwide computerized reservation network . . . **British Airways** and Eastern Airlines have announced cooperative schedules for Tampa-to-London travel. Called the "Tampa Bay Bridge to London," the program offers Eastern flights from Tampa to Miami. Passengers take advantage of an escorted transfer in Miami to a British Airways London flight. British Airways offers the only 747 flight between Florida and London. Information on flight schedules and fares may be had from British Airways, Eastern Airlines, or travel agents . . . **Hillerich & Bradsby** has expanded its baseball glove line for 1976, adding the new Super Slugger™. The oversized fielder's glove is made of top grain cowhide, features a new Horseshoe™ design web, and promises quicker glove reaction on the ball. It is available in both left and right-hand models. H&B has also improved its Louisville Slugger™ aluminum bat line for this year, with the addition of a new synthetic grip and a rolled aluminum end. The aluminum bats are used in baseball, softball, and league play. □

## Imagine . . . yours for the summer

### Majestic Devil's Head Lodge in the Baraboo bluffs near Wisconsin Dells, Wis.

138 luxurious rooms

Indoor/outdoor swim pools

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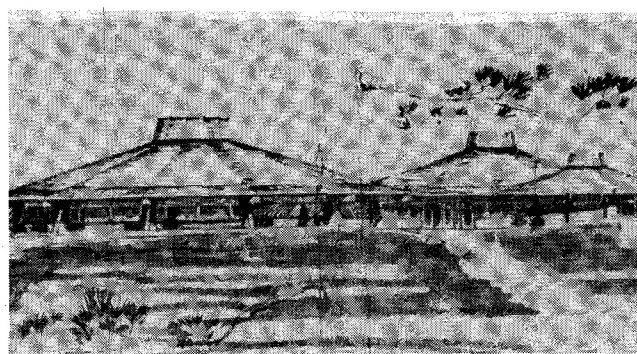
Dining rooms

Cocktail lounges

Maybe even the

18-hole golf course

Conveniently located six miles from the Circus World Museum and 15 miles from 34 family attractions at Wisconsin Dells. We're flexible and ready to fulfill your specific needs. Call 1-608-493-2251. Ask for Mr. Domenic DeGirolamo.



**Devil's Head Lodge, Box 38, Merrimac, Wis. 53561.**

CIRCLE READER SERVICE CARD NO. 40

35th Annual

# NIRA CONFERENCE & EXHIBIT

*Employee Recreation — "Life, liberty, and the pursuit of happiness"*



- ★ *Educational sessions*
- ★ *National exhibits*
- ★ *Ideas exchange*
- ★ *Awards presentation*
- ★ *Facilities tours*
- ★ *Spouses' program*
- ★ *"Swap Shop"*
- ★ *Presidents' ball*

**Red Carpet Inn & Expo — Milwaukee — May 21-25, 1976**

# 1976 CONFERENCE & EXHIBIT

## FRIDAY, MAY 21

8:00 am — 1:30 pm REGISTRATION AND WELCOME

8:00 am — 1:30 pm REGISTRATION AND SPECIAL WELCOME For new members and first-time delegates

8:00 am — Noon 1975-76 BOARD OF DIRECTORS MEETING

1:30 — 2:45 pm GENERAL SESSION "Is Employee Recreation the Responsibility of the Employer?"

3:00 — 3:45 pm CONCURRENT SESSIONS

"Retirees: Don't Forget Them"

"How to Budget in Today's Spiraling Economy"

"Liability: How to Cover Your Activities"

5:00 pm DEPART FOR BREWERY TOUR (Pabst, Miller and Schlitz) with meal courtesy of the breweries and transportation courtesy of Milwaukee Industrial Recreation Council

## SATURDAY, MAY 22

8:00 — 11:00 am REGIONAL BREAKFASTS, NIRA BUSINESS MEETINGS, AND DISCUSSION

"The Recreation Administrator — Where Do I Belong Within the Company Structure?"

"Conceiving New Clubs and Activities"

11:10 am — Noon NEW MEMBERS' MEETING

"What a National Association Can Do For You and Your Programs"

"What are the Advantages of Belonging to the CIRA/CIRL Organizations?"

11:10 am — Noon MEETING FOR SESSION SPEAKERS, CHAIRMEN, VICE CHAIRMEN

Noon — 1:15 pm LUNCH ON OWN FOR DELEGATES

Noon — 1:30 pm LUNCH FOR EXHIBITORS, HOSTED BY NIRA

Topic: "Selling to the NIRA Market"

Noon — 1:15 pm HOSTED SOCIAL HOUR FOR CIRA/CIRL's Cash Buffet Available

1:15 — 2:00 pm CONCURRENT SESSIONS

"What Your City Can Do for Industrial Recreation"

"Physical Fitness in Business and Industry Today"

"How to Measure/or Stimulate Participation"

2:15 — 3:00 pm CONCURRENT SESSIONS

"So You're Not a Recreation Administrator but You Have a Recreation Program to Run"

"The New Group Travel Options — How Will They Affect Your Travel Program"

"Broaden Your Scope of Services Through Company Stores"

4:00 — 7:00 pm GRAND OPENING OF EXHIBITS

SWAP SHOP MATERIALS AVAILABLE IN EXHIBIT HALL

7:00 pm EVENING FREE — Suggestions will be available

## SUNDAY, MAY 23

10:30 am — Noon ANNUAL MEETING

NIRA Annual Meeting and Election of Officers

10:30 am — Noon WORKSHOP FOR EXHIBITORS, by topic:

1. Travel

2. Products, Equipment, and Ticket programs

3. Service programs

12:30 — 4:00 pm TOUR OF JOHNSON WAX FACILITY — ARMSTRONG PARK

Bar-B-Q Lunch (1:00 pm) Hosted by NIRA and Johnson Wax, followed by activities

Educational Sessions — "Club — Activity Discussions" — transportation courtesy of Milwaukee Industrial Recreation Council.

6:30 — 8:30 pm EXHIBIT HALL PARTY

Presidents' Ball Reception, Hosted by the Exhibitors

8:30 pm PRESIDENTS' BALL

Tribute to Bill De Carlo, 1975-76 President and Roy McClure, 1976-77 President — sponsored by Warner Bros. Inc.

## MONDAY, MAY 24

8:00 — 10:30 am EXHIBIT HALL SESSION AND CONTINENTAL BREAKFAST

8:00 — 9:45 am CIRA/CIRL BREAKFAST

10:45 am — Noon GENERAL SESSION

"Developing a Successful Recreation Program"

Noon — 1:15 pm LUNCH ON OWN

1:15 — 2:30 pm EXHIBITORS EDUCATION SESSION

"How to Develop a Marketing and Sales Plan"

1:15 — 2:30 pm GENERAL SESSION  
“How You Can Benefit from Company/Community Programs”

2:45 — 3:30 pm CONCURRENT SESSIONS  
“Recreation Facilities — Build or Buy Your Own”  
“Handling Public Relations for Your Recreation Programs”  
“No, You can’t Have the Gym” (Coed Programming)

4:00 pm TOUR ALLEN-BRADLEY FACILITIES  
Show hosted by Allen-Bradley  
Dinner hosted by NIRA  
Transportation courtesy of Milwaukee Industrial Recreation Council

**TUESDAY, MAY 25**

8:00 — 10:00 am FINAL EXHIBIT HALL SESSION, CONTINENTAL BREAKFAST

10:00 am — 10:30 am EXHIBITORS’ CRITIQUE AND ELECTION OF OFFICERS TO THE EXHIBITORS’ ADVISORY COMMITTEE

10:00 am — Noon CONCURRENT SESSIONS  
“Idea Exchange to Fit Your Organization’s Sizes and Needs.” This session will be devoted to meetings between delegates from similarly-sized organizations.

10:00 am — Noon 1976-77 BOARD OF DIRECTORS MEETING

Noon — 2:30 pm MANAGEMENT LUNCHEON WITH AWARDS CEREMONIES

## SPOUSES’ PROGRAM

### **FRIDAY, MAY 21**

8:00 am — 5:00 pm REGISTRATION AND WELCOME\*

5:00 pm DEPART FOR BREWERY TOUR\*

9:00 pm ARRIVE BACK AT RED CARPET INN\*

### **SATURDAY, MAY 22**

9:30 am — 3:30 pm MILWAUKEE SIGHTSEEING

Mitchell Park Conservatory

Shopping at Marshall Field & Co., department store

Lunch at “Pieces of 8” on Lake Michigan

Villa Terrace, restored mansion tour

Lake front tour

4:00 — 7:00 pm GRAND OPENING OF EXHIBITS\*

7:00 pm EVENING FREE\*

### **SUNDAY, MAY 23**

#### MORNING FREE

12:30 pm — 4:30 pm TOUR OF JOHNSON WAX FACILITY — ARMSTRONG PARK\*

6:30 pm — 8:30 pm EXHIBIT HALL PARTY\*

8:30 pm PRESIDENT’S BALL\*

### **MONDAY, MAY 24**

9:30 am — 10:00 am THE ART OF BELLY DANCING

Demonstration and Participation

11:15 am — 12:15 pm FREE FOR LUNCH

12:15 pm EDUCATIONAL SESSION FOR SPOUSES

1:45 pm — 3:00 pm FILM: “ALICE DOESN’T LIVE HERE ANYMORE”

Courtesy of Warner Bros. Inc.

4:00 pm TOUR OF ALLEN-BRADLEY FACILITIES\*

Dinner and a show

6:30 pm Cocktail party, courtesy of Allen-Bradley

7:15 pm Dinner

9:00 pm Back to the Red Carpet Inn

### **TUESDAY, MAY 25**

#### MORNING FREE

Noon — 2:30 pm MANAGEMENT LUNCHEON WITH AWARDS\*

\*CONCURRENT WITH DELEGATES’ PROGRAM

**Spouses are cordially invited to attend all of the delegates’ educational sessions and to visit the exhibits.**



## NIRA'S 1976 Conference & Exhibit May 21-25, 1976 Red Carpet Inn — Milwaukee, Wisconsin

### REGISTRATION FORM

NOTE: A separate registration form must be submitted for each person in your party. Duplicate this form if necessary.

(PRINT)

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_ YOUR TITLE \_\_\_\_\_

BUSINESS ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE (OFFICE)  (HOME)

Names of others in your party who will submit separate registration forms:

\_\_\_\_\_ necessary for cross reference

#### REGISTRATION PACKAGES

(Fee includes group meals and social functions.)

#### —IMPORTANT— CIRCLE YOUR CATEGORY

	Prior to April 1, 1976	After April 1, 1976
Delegate of NIRA member Company	\$110.00	\$120.00
Non-member delegate attending conference (includes 7 months free membership)	\$120.00	\$130.00
Exhibitors	2 per booth (no charge)	
Extra Exhibitor participants	\$ 65.00	\$ 75.00
Assoc. Members, not exhibitors but attending Conference	\$200.00	\$210.00
Commercial attendees who are not exhibiting at Conference	\$275.00	\$285.00
All Spouses	\$ 55.00	\$ 65.00
Student Attendees	\$ 60.00	\$ 70.00
Children	\$ 30.00	\$ 40.00

CANCELLATION POLICY . . . Full registration will be refunded if cancellation notice is received postmarked no later than May 10, 1976. After this date, full refund cannot be guaranteed. No refunds will be made unless request is filed before June 20, 1976.

Please indicate if you are a CIRAL \_\_\_\_\_ Check here if you are a NEW NIRA MEMBER \_\_\_\_\_

since June 1, 1975

Number of NIRA Conferences previously attended \_\_\_\_\_

Include your check made payable to the National Industrial Recreation Association. No registrations accepted without payment in advance. Registrations will be accepted in Milwaukee but with some inconvenience to you.

Mail registration and check to: NIRA, 20 N. Wacker Dr., Chicago, Ill. 60606.

# You ought to know us by the companies we keep.



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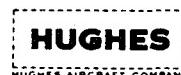


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BOEING

**GOODYEAR**



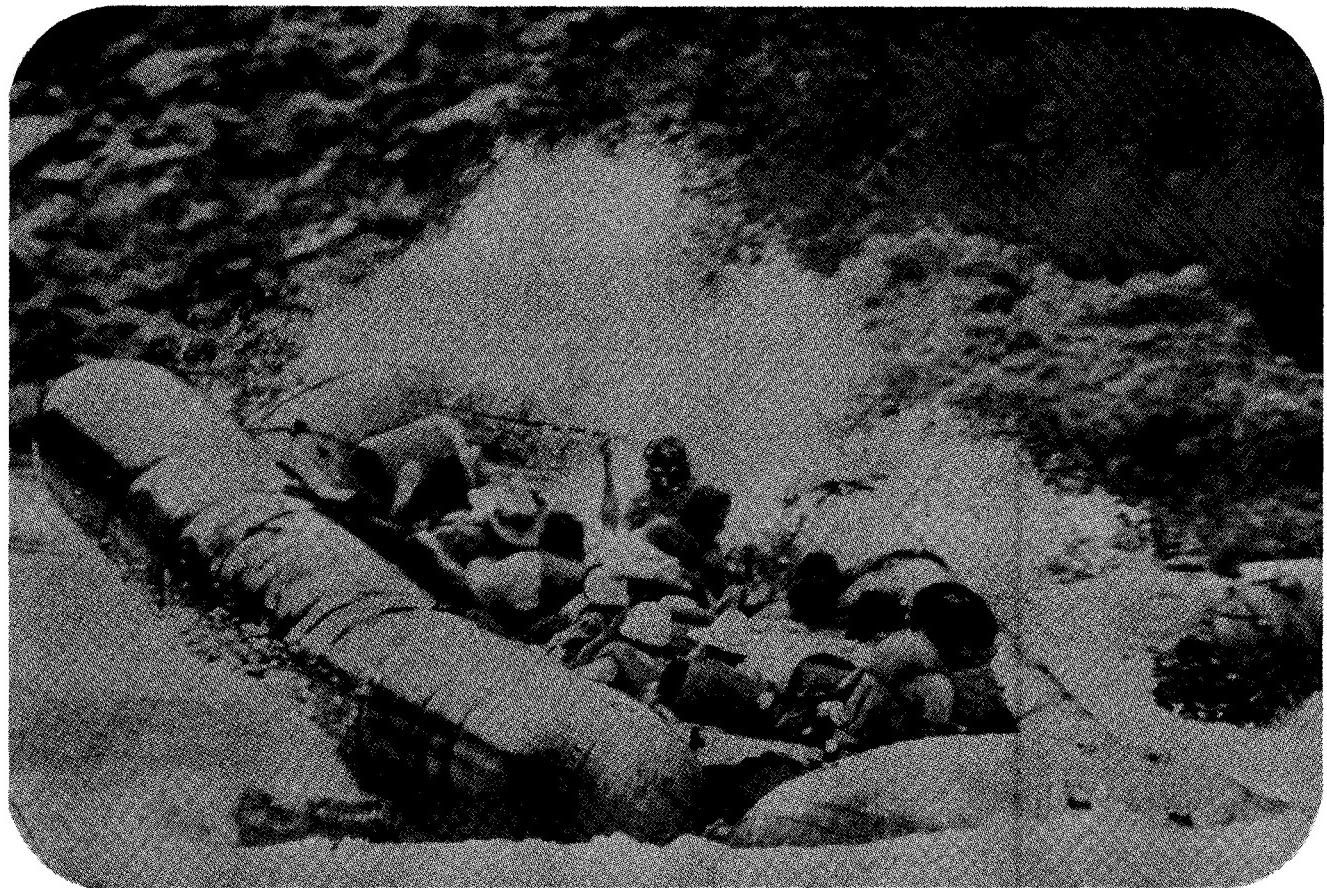
The National Industrial Recreation is known by the companies it keeps — year after year. Over 1,200 company members represent NIRA, which was established in 1941. Through cooperation and interaction, they have helped each other develop the finest recreation programs and services for their employees. NIRA, the only association of its kind in the world, provides "ready-made" programs for immediate implementation, technical advice and other valuable services. These services are designed for developed or underdeveloped programs and for full-time, part-time or volunteer coordinators of employee activities. NIRA is a vital communications link between members. This is why the Association has grown steadily in value and recognition. And this is why you really owe it to yourself to find out what benefits you and your employees might be missing. NIRA is ready to help. Get the entire story. No obligation — just information. Write: Director of Membership, NIRA, 20 N. Wacker Drive, Chicago, Illinois 60606, Phone: (312)-346-7575.

## National Industrial Recreation Association

*The Action Organization*

# Riding the white water:

## A unique sports excursion to bring out the adventurer in your employees



DURING my years as a river trip leader, I have seen people from every walk of life find new excitement on river trips. The polished executive becomes just a grown-up boy, exploring a new world. The reserved secretary becomes a live-wire. The clerk with fears of nature and of other people not only conquers the river, but conquers himself as well. The family whose members have drifted apart feel

strengthened by the ties of a common adventure.

Different people find different rewards on a river trip. Some rediscover the fun of a water fight or the peace of sleeping under the stars. Others appreciate having time to contemplate the natural world which they may have forgotten. Still others feel reawakened by the thrill of rushing water and the comradeship of an evening around the campfire.

### How safe is it?

A careful recreation director considering a river trip will naturally have questions about the safety of his/her participants. It is reassuring to learn just how safe river touring really is.

First of all, river outfitters are bound by law to comply with Coast Guard safety standards, state boating laws, and National Park Service regulations. In addition, most river

outfitters observe their own, even stricter, safety policies and procedures. The most important single safety requirement for any river tour is that all passengers wear Coast Guard approved life jackets at all times on the river. Many visitors enjoy using their jackets at night also — as pillows! Of course, all tours are supervised by staff members who are not only versed in the geological and historical aspects of the river country, but also experienced in handling their rafts.

But what is the safety record of river tours? Let's look at the traveler's history of the popular Colorado River as it passes through the Grand Canyon, with the most spectacular rapids of all river tour routes. In the past ten years, there has been just one fatality among the 100,000 passengers on commercial tours. Apparently, tour passengers are safer in the river rafts than they are in their family station wagons.

In my opinion, the outfitters who run the safest tours of the Grand Canyon are those who use 37-ft. long, 14-ft. wide rubber rafts that have 20 different air chambers and are maneuvered by outboard motors. There have been no passenger fatalities with this type of raft in the last ten years.

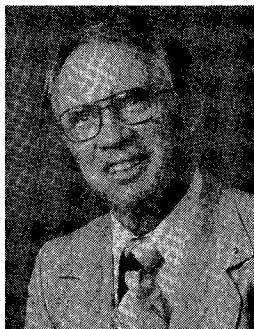
Another question which is sure to be asked sooner or later is "What do you do for toilet facilities?"

Most outfitters carry a monomatic chemical toilet which is put in a tent at each campsite. Such facilities have proven very satisfactory.

### Where should we go?

There are as many possible rafting rivers as you can find on the map, no matter where you live. The three most popular runs in the U.S., however, are all in the west. They are the Colorado River through Canyonlands National Park and Cataract Canyon in Utah, the Colorado

through the Grand Canyon in Arizona, and the Main Fork of the Salmon River in Idaho. A rafting trip through any of these areas will be a first-rate adventure for your employees and their families. If a western trip is beyond your employees' means, you should be able to find a rafting run closer to home.



by  
**Russ Hansen**

### How do we organize a tour?

Group purchasing power and your NIRA discounts help bring river tours financially within the reach of your employees — even when you book small groups. Ask your river tour organizer to explain the many trip options available. You may want to spend an introductory three days on a river float and relax in the comfort of a modern motel. You may decide to take a more adventurous rapids run, complete with outdoor camping. Your members may even choose to combine river-running and camping with back-packing or horseback riding for a week's outdoor excitement. The choice of course, depends upon the composition and experience of your group.

Publicity for a proposed river tour is usually easy and fun for everyone involved. A film of an actual river trip is one of the best ways to stimulate interest in riding the white water. Watching rafts ride through a rapid engenders some of the excitement of a real ride. Everyone in the recreation association will enjoy

such adventure films, even if the majority cannot go on the real river-run. River-running films are available from many tour operators on a free-loan basis. Be sure to ask your tour operator for posters to display in several plant or office areas, as advertisements for the film and the trip.

Once you have your group ready for a river tour, you can leave the on-site arrangement to your experienced tour operator. Some outfitters have made river-running tours as simple as ABC for the participants. The outfitter furnishes delicious meals, eating utensils, cots with sleeping bags and sheets, life jackets, and all the necessary equipment. Passengers are responsible for such personal items as sun tan lotion, lip pamade, toilet articles, a hat, sneakers, a swimming suit, a change or two of outdoor clothing, a camera, and plenty of film!

River running is one of the most exciting sports possible. It is the kind of "See America First" trip which is especially appropriate in this Bicentennial year. It is also the sort of adventure which helps participants develop deeper friendship with their fellow employees while they rediscover the adventurer in themselves. □

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**Russ Hansen is President of Tour West, Inc., the largest river-running outfitter in the west, and a NIRA Associate member. A school principal for many years, Hansen ran rivers in the west as a hobby for many years. In 1969, he organized Tour West and began riding the white water for a living.**

River running trips are available from April through September. For more information on this exciting new idea in sports trips, circle Reader Service Card No. 16.

# **Considering a rifle and pistol club?**

## **Here are some basic tips on how to get your program under way**

A RIFLE and pistol club could appeal to a wide variety of your employees. Not only hunters, but also target shooters and gun collectors may be interested in forming a special-interest organization. One advantage of shooting sports, in fact, is their accessibility to people of widely varying ages and physical conditions. Unlike many competitive sports which require strength and stamina, shooting sports offer the fun of participation and the satisfaction of competition to employees who may not be able to participate fully in more rigorous activities.

A poll in your company newsletter or by payroll stuffers will determine if there is sufficient interest to warrant forming a rifle and pistol club. If you discover a need to organize such a group, your initial meeting should determine just what kind of activities the participants hope to enjoy together. Some clubs will be interested primarily in hunting outings. Others may want to collect antique firearms. Many will want to devote a good deal of their energies to target shooting and competition. All should be interested in promoting firearms safety.

Like any other club in your recreation association, the rifle and pistol group will require interested and dependable officers. Not all officers need to be expert rifle and pistol handlers, although the more expertise they possess, the better they will be able to guide the club. Unlike many other clubs, though, your rifle and pistol group should include at least one experienced instructor. Your instructor(s) should apply to the National Rifle Association (NRA) for full information on the NRA certified instructor program.

If your club is lucky, your company already provides shooting range facilities. More likely, however, you will have to investigate community sites which may be available for sharing. Other NRA clubs are a good source for such facilities. If they do not have their own ranges, they will at least be able to help you locate one. Other good possibilities for range sharing include local police sta-

tions, National Guard and Reserve Armories, park districts, and other rifle and pistol clubs in the community. Any company rifle and pistol club which chooses, at a later date, to build its own range may look to the NRA for construction guidelines.

Your rifle and pistol club can be active twelve months of the year, if its facilities permit. Aside from local tournaments, your members are eligible for entry in the annual NIRA/NRA Rifle and Pistol Tournament. This year's contest began November 1, 1975 and closes on April 1, 1976. In addition, if your club is sanctioned by the National Rifle Association, your members may enter events, including tournaments, lasting throughout the year. □

### **NRA affiliation is easy . . .**

**... for your rifle and pistol club. The benefits, shared by over 10,000 clubs and organizations in the country, include year-round tournaments and activities, publications, and assistance. The NRA is a member of NIRA.**

**To apply for an affiliation charter, your club must list as members at least ten U.S. citizens who are 17 years of age or older. The club must complete an NRA charter application and return it to NRA headquarters along with a copy of the club's bylaws. The club must also pay a charter fee of \$10 and annual club dues of \$10. Dues remain the same, regardless of the growing size of your club.**

**For more information on NRA affiliation, your club should write to the National Rifle Association, 1600 Rhode Island Ave., N.W., Washington, D.C. 20036.** □

## An alternative for those who don't have access to a range

A rifle and pistol program is fine for the company that has its own range, or can share one with other clubs. But many companies have neither the space for their own ranges, nor the community resources to find them outside company property. For those companies, an air gun program may be the perfect answer for employees who enjoy target shooting.

Precision air rifles and pistols, caliber .177, are fired at a distance of just 10 meters (33 feet). This means that a target range may be set up temporarily in spare space such as a large store room, cafeteria, or hallway. Bullet stops can be constructed of cardboard boxes, packed with old magazines. If you have a larger budget, you may want to invest in portable metal bullet stops. If your club members do not possess their own air guns, your recreation association might want to purchase a supply of them. Together with targets, pellets, and your bullet stop, they comprise all the equipment necessary.

There are three varieties of air gun in use today. All three use compressed gas to propel a pellet out of the gun barrel and to the target. In a spring-powered model, a cocked spring is released by the trigger. The spring thrusts a plunger forward, which compresses a column of air in the barrel and forces the pellet out of the barrel.

### names in the news

**N.L. Medley**, Special Services Director for the Naval Training Center in Orlando, Florida, accepted the position of Senior Director of NIRA's Region IV. The area includes the states of Florida, Mississippi, Alabama, Georgia, South Carolina, North Carolina, Tennessee, and Virginia. Medley will serve for the remainder of the 1975-76 term, which ends with the Conference and Exhibit in May.

The Greater Los Angeles Area Industrial Recreation Council (GLAAIRC) recently announced its new officers. **Dan Archibald** of Xerox has been re-elected as

In a pneumatic gun, a pump builds air pressure. The trigger releases the air and forces the pellet forward. A carbon dioxide (CO<sub>2</sub>) gun uses cylinders of stored gas for its power. When a canister is pierced, the gas is released into a pressure reservoir. The trigger, in turn, releases the gas into the bore.

Air guns, as old as the ancient "blow pipe", didn't reach the U.S. in any quantities until the nineteenth century. Then, they were used primarily for target shooting at home and at picnics and fairs. Now, precision models, many of them from Europe, have brought this less dangerous and simpler form of target shooting to the country at large. Now, your employees can perfect their marksmanship in hopes of entering national NRA tournaments. An introduction to target shooting via an air gun program can also teach participants firearm safety which they may apply later to the use of more powerful guns.

Both NIRA and the NRA can help you organize an air gun program. Please write for further information. □

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**Special thanks to John J. Grubar of the National Competitions Department of the National Rifle Association of America for providing RM with information and illustrations for this cover story.**

President. **Owen Gallogly** of United Teachers/Los Angeles is now first Vice President. **Hiroko Mochida** from Cedars Sinai Medical Center is Recording Secretary. **Dick Warner** of the city of Lakewood will continue to serve as Executive Secretary-Treasurer. The new officers will serve for two years. Barely one year old, the GLAAIRC already has 52 members, representing over 150,000 employees.

Flick-Reedy Corp. and its Vice President of Public Relations, **Art Conrad**, have taken another honor, this one from *Public Relations News*. Frank Flick, president of the company, accepted the award, which cited his company for having one of the oldest and most effective public relations programs in the United States.

# company profile

## Sports excursions that work

### How careful planning and organization create twenty-five successful sports excursions for Xerox employees every year

HAVE you tried sponsoring sports excursions as part of your company recreation program? If you have, you know that a well-run sports excursion is not something that just happens by itself. As a matter of fact, it is nearly a full time job that often takes a year's advanced planning to complete properly. Even though your summer thoughts may be on sunshine and swimming, for example, the warm months are the time to finalize transportation and ticket arrangements for winter basketball games.

In Rochester, New York, the Xerox Recreation Association (XRA), which serves the recreational needs of 15,000 Xerox employees and their families in Monroe County, has been running excursions for the past four years. In that time, the XRA has come up with several ideas that are helpful in operating a successful sports excursion program.

Basically, there are two categories of sports excursions: those for participants and those for spectators. Skiing and golf outings are considered participation excursions. They are organized, for the most part, by a combination of club officers and XRA staff members who join forces to arrange transportation, accommodations, and publicity. Ski outings may venture to a local ski facility for one day, to the New England states for a long week-end, or north into Canada for an extended



by  
**David H. Baker, CIRA**

trip. The golf Club, on the other hand, may head south for three or four days in the spring to give the golfers a head start on the season.

Spectator excursions are the ones which require the most staff assistance to make them a success. With 2,000 employees, family members and guests participating in some form of sports excursion throughout the year, we often find it necessary to plan up to a year in advance. Offering the best available trip at the

lowest possible cost is the main objective of our careful planning. It is often quite a trick to build that winning combination. The number of season ticket holders is growing each year, especially for professional football and hockey events, and the reserving of tickets must begin soon after season schedules are announced.

Supervision for any recreation activity is necessary; but adequate supervision is a must when it comes to excursions. Before any trip leaves Rochester, every effort is made to place groups of similar interests together. Couples are grouped together while singles out for a night on the town and employees with their families are scheduled for separate buses.

On the day of the trip, an XRA staff member is assigned to each bus. Each staff member is distinguished as a group leader by wearing an XRA staff jacket. The leader is given overall control of the bus, distributing tickets as participants board the bus and keeping the group together to ensure that everyone departs and returns on schedule. It is wise for the leader to check the bus at the end of the trip to see that no packages have been left behind and that no one has dozed off and slept all the way to the garage, miles from the group's destination!

What makes a sports excursion sell? For one thing, good teams playing a well-publicized game is important. Recently, a Buffalo Braves — New York Knicks professional basketball game in Buffalo attracted over 250 Xerox employees and guests. Good internal publicity including bulletin board posters and the XRA Newsletter make the employees aware that the Association is offering the trip. Once a sports excursion program becomes established, word-of-mouth advertising by employees is undoubtedly a major factor in promoting participation.

There are other factors that can't be measured precisely but certainly come into consideration when employees sign up for a trip. Group rates for admission tickets and transportation are usually less expensive than what an individual must pay on his own. Traveling on a comfortable bus is much more

relaxing than enduring traffic in one's own car. In today's economy, the savings of group travel — in both cash and energy — are definite selling points. Additionally, a central departure point that provides the employee free parking in a securely protected area encourages people to register.

Even with careful preparation, however, not all trips come off without a hitch. There was the time, for instance, that a professional basketball organization mailed its tickets late — and half the tickets were for a game played two weeks previously. You can imagine the scrambling to correct the problem and assure the employees that they would have seats when they arrived at the game! Nearly always, however, thorough planning results in a successful sports excursion.

Four basic points will see you through:



Group leaders check details before boarding busses.

1. Planning far in advance of the event
2. Scheduling quality games
3. Reserving good ticket locations
4. Assuring the comfort and convenience of the participants

Once these essentials have been arranged, the sponsoring of sports excursions becomes less and less work and more and more enjoyment. □

---

**David Baker, CIRA, is the Supervisor of Recreation Services for the Xerox Recreation Association and coordinates the sports excursions for Xerox employees in the Rochester, New York area.**



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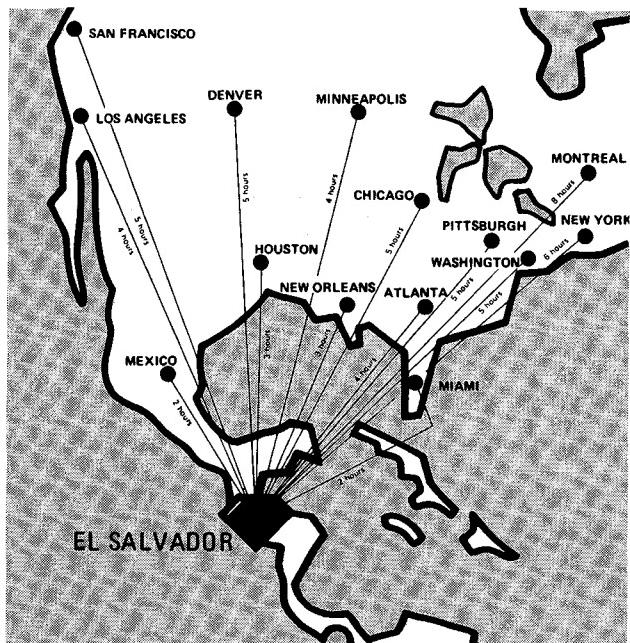
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# travel spotlight

## El Salvador: Saved (so far) from the trampling of tourists



**E**L SALVADOR, a tiny (8,000 sq. mi) country on the elbow of Central America, is just awakening to tourism. The ancient home of a Mayan-like civilization, unused to the hordes of North American tourists which visit other Spanish American countries, has begun to court tourist dollars. Still relatively "undeveloped" in a tourist sense, the charming nation of 3,500,000 people offers a quiet vacation spot of lush vegetation and sandy beaches as well as bustling city markets and fascinating pre-Columbian ruins.

The greater part of El Salvador lies about two thousand feet above sea level. The altitude tempers the heavy tropical humidity and heat that stifle some of its neighbors. The dry months, from November to May, are the most comfortable times for the northern visitor, but even the quick showers of the wet months are little more than brief interludes in the pleasant climate.

Trips into the countryside are easily arranged for tourists, by cab, rental car, or local bus. (An English-speaking cab driver may show you a good portion of the country on a day's excursion, for a reasonable price.) A

drive into the countryside will reveal the rolling hills familiar to natives of San Francisco.

The land is supported, to a great extent, by coffee and sugar cane. Visitors to the countryside will see workers tending the fields of cane or spreading and drying the country's coffee crop.

In a nation of many naturally lovely settings, probably the most beautiful park is Los Chorros. Often called "The Garden of the Peots," the protected sanctuary of pools, springs, and colorful flowering gardens is a perfect spot for relaxation and family recreation. Like many attractions in El Salvador, the park is startlingly inexpensive to visit — just 30 cents for an entire day's outing.

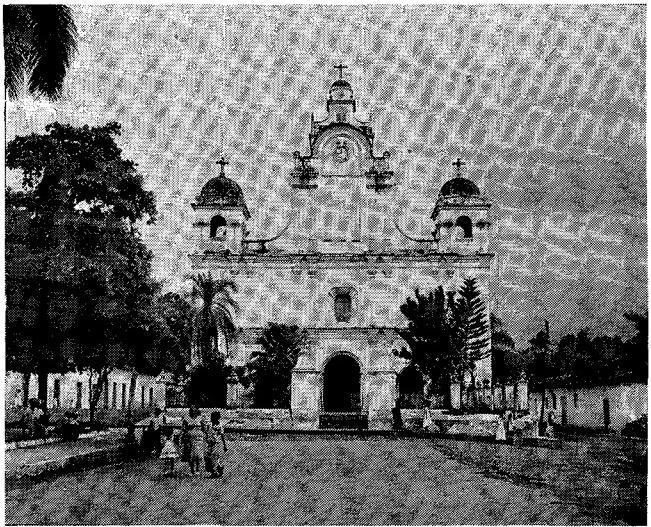
El Salvador's western coastline offers dramatic views over rocky cliffs into the limitless vista of the Pacific. Sparkling clean beaches of black volcanic sand are nestled among the powerful cliffs. Along the eastern section of the coastline, white sandy beaches form the country's largely untouched "Costa del Sol." It is here that El Salvador hopes to develop a new colony of tourist hotels and resorts.

San Salvador, capital city of El Salvador, is the one obvious center of first-world influence in the country. Half a million people of Indian and Spanish descent live in the city that boasts both 16th Century streets and 20th Century Mac Donalds restaurants. Near the city's Plaza Libertad is Mercado Municipal No. 1, a large indoor market where visitors may glimpse the life of modern San Salvadorians. Barkers in stalls there sell every local delicacy, from sweet tropical fruits to live iguanas. The capital offers modern hotels which provide the luxuries to which most American tourists have become accustomed. Also there, are the simpler accommodations more characteristic of the nation as a whole. Visitors to the capital will want to see the beautiful garden and zoo in the Parque Zoologico and visit the Museo Guzmán. The Museum houses examples of the pre-Columbian art extracted from the largely unexplored local sites of ancient Indian civilizations.

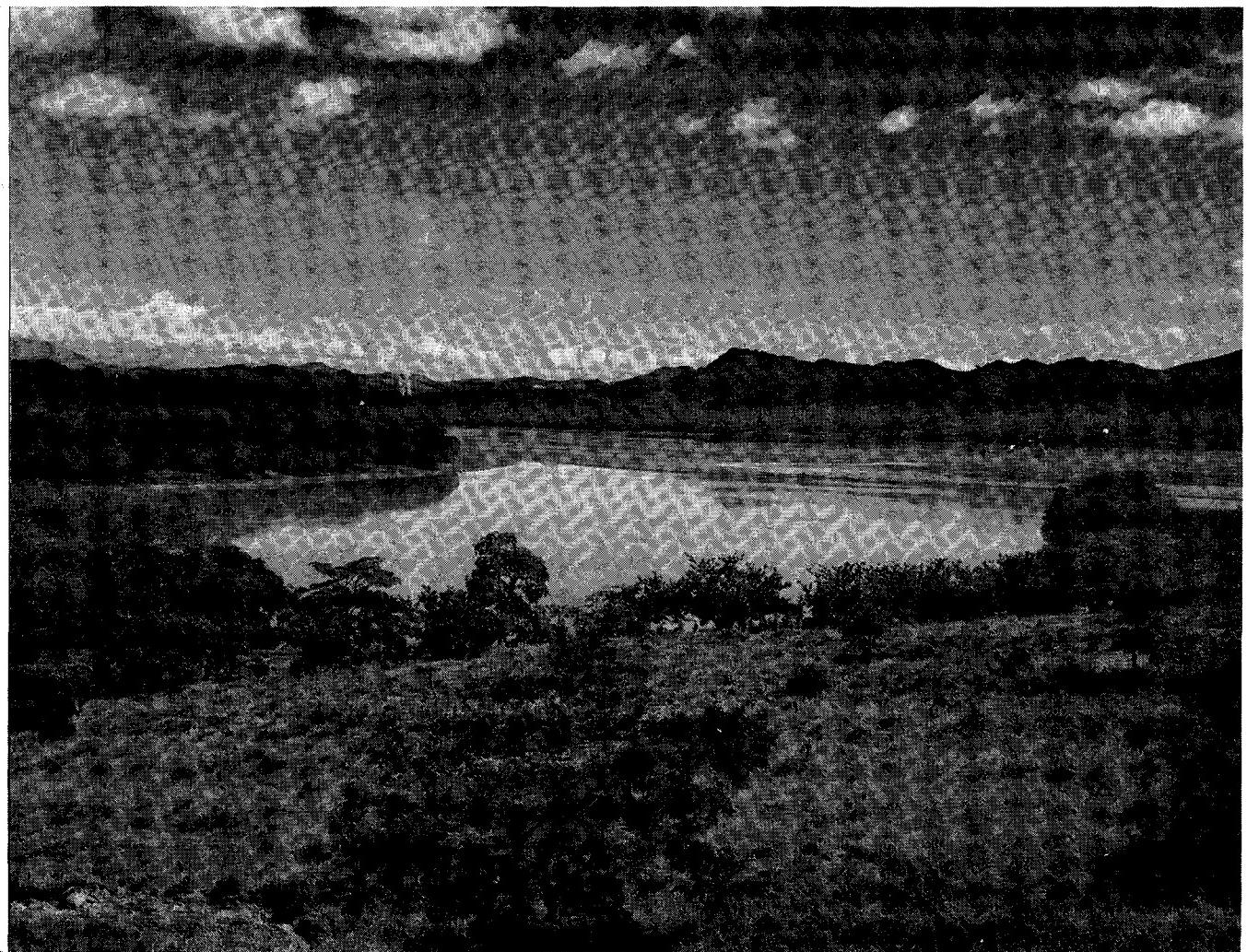
More than seeing any one specific attraction; though, visitors will want to take in the still fresh beauty of this American neighbor who has not yet surrendered to the ironic demands of U.S. tourists to "Americanize". □



**Spreading the coffee crop to dry.**



**Spanish colonial church of Izalco**



**Beautiful inland Lake Metapan**

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# "The Sporting Life" still a top American investment

Sporting goods sales show that, even in the recent slow economy, we are spending more than ever for sports and recreation equipment.

**D**ESPITE the cool economic climate of the past two years, Americans are spending more money on athletic equipment than ever before. According to a national survey of the country's sports and recreation preferences sponsored by the National Sporting Goods Association (NSGA), sports activities are an increasingly important consideration in the family budget.

The 1974-75 findings are based upon the response of 32,000 families.

The survey results show that men and women of all ages have taken up tennis. They spent 48% more in 1974 than in the previous year on tennis equipment, including almost 8-1/2 million tennis rackets, making tennis the undisputed growth sport of the early '70's.

The survey also showed dramatic growth in three other areas: skiing, bowling, and archery.

Enjoying the best ski weather in years, ski buffs spent 32% more on skis and bindings, 21% more for boots, and 20% more on skiwear. The survey indicated that skiing still is a sport of the wealthy, with 35.8% of all skis purchased by the \$20,000 and above income group. Archery dollar sales increased 27% in 1974. Part of that increase may be due to hunters' use of bows and arrows as a substitute for firearms. It may also be the result of increased archery in-

struction in the nation's schools. Bowling, the other big growth sport, increased dollar sales of balls and shoes by 26%. The impetus apparently was consumers' increased acceptance of the plastic bowling ball. All of these sports were expected to continue to grow in 1975, though at reduced rates. The NSGA report predicts that tennis would increase dollar sales by about 25%, skiing by about 10%, archery by 14%, and bowling by 5%.

An upturn is predicted for snowmobiles (20%) and recreational vehicles (16%) in 1975. Both were victims of the gas shortage in previous years.

The NSGA survey also analyzed sporting goods purchases by the education of purchasers. The NSGA feels there are indications that educational levels are a more important factor in a person's choice of sports than is his income. The sports most appealing to the college educated are golf, skiing, tennis, and billiards.

In addition to measuring consumer purchases, the survey also examined athletic goods team sales. According to the NSGA study, high schools accounted for 46.9% of bulk purchases of athletic goods. More money was spent on football equipment than any other team sports equipment purchased in bulk. The athletic goods team sales

data were based on information supplied by 268 athletic team distributors and 233 education institutions.

The 45-page report, entitled "The Sporting Goods Market — 1975", was prepared for the National Sporting Goods Association by Irwin Broh & Associates, Inc., Des Plaines, Ill. The 32,000 families responding to the survey reported their annual incomes, their educational levels, the price paid for each sporting goods item, the place of purchase and whether the equipment was bought as a gift. By auditing the consumer purchases, the NSGA report was able to provide the demographics which include geographical distribution, average prices, and unit prices, and unit sales of each category of sports equipment with many sub-categories. The copyrighted report is available for \$35 from NSGA headquarters at 717 N. Michigan Avenue, Chicago, Ill., 60611.

The membership of the NSGA is made up of sporting goods retailers, wholesalers and manufacturers, importers and representatives. The association hosts the world's largest trade show for the marketing of sporting goods equipment. □

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continued  
on following page

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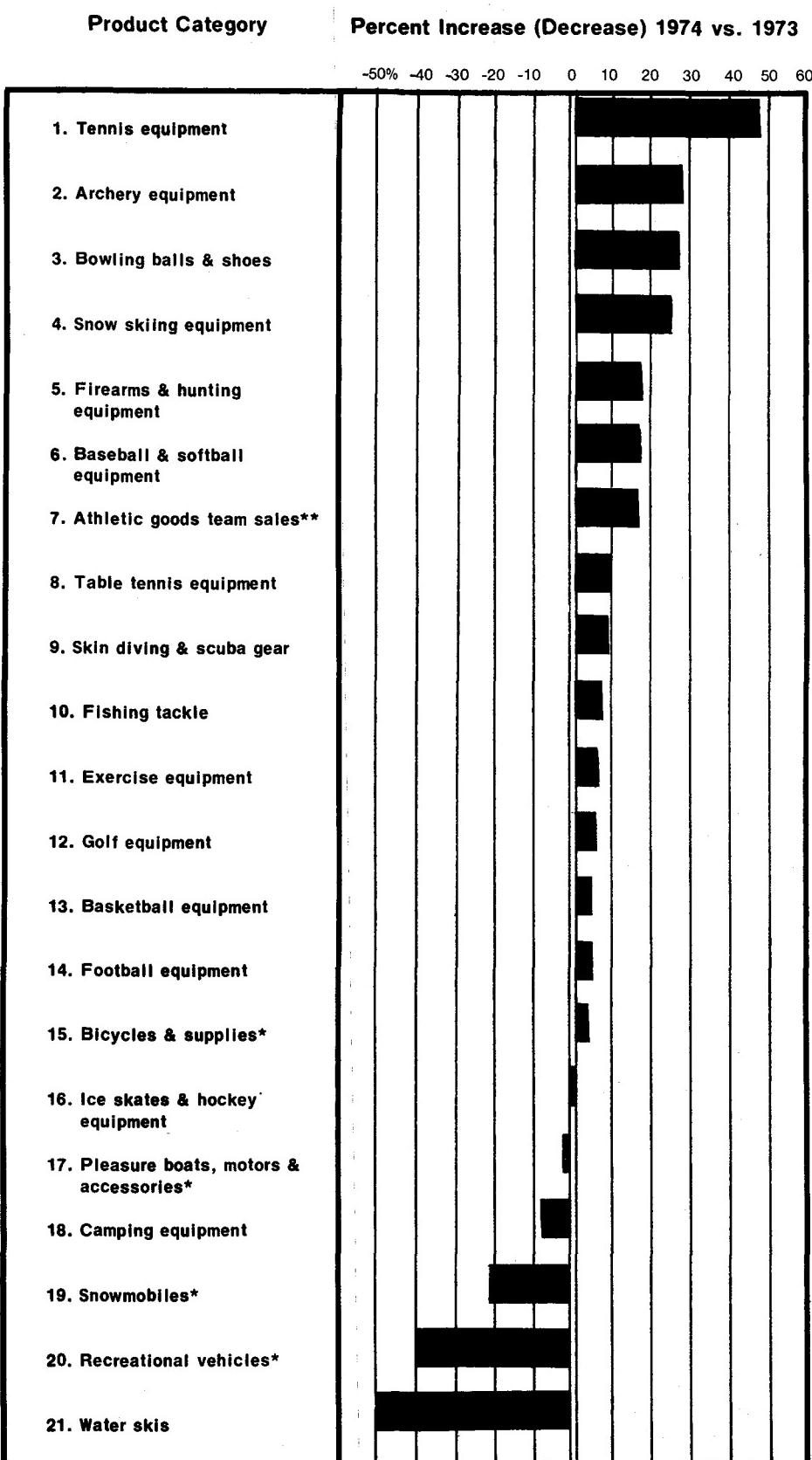
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## "Sporting Life" continued



\*Not determined by NSGA consumer survey. Projections are based on estimates by associations and leading manufacturers.

\*\*Projections were developed in a separate NSGA survey among team distributors.

Source: Irwin Broh & Associates

# good things to read

## Books

*Games Children Sing Around the World*, a book and record, edited by Paul Ramsier, Ph.D., 32 pages. Belwin-Mills Publishing Corp., Melville N.Y. \$3.95. This is the initial volume of 12 children's game songs, in a series assembled by the World Leisure and Recreation Association (WRLA) with the cooperation of affiliates in a dozen countries around the world. A melody score is included for each song, along with chording notations, an action description of each game, and cultural notes. Words for the verses of each song are presented both in English translation and spelled phonetically for the native language of the country of their origin. The record includes both English and native versions, also. For more information, write to the World Leisure and Recreation Association, 345 East 46th Street, New York, N.Y. 10017.

• • •

*The Advanced Study of Gymnastics*, by John H. Salmela, Ph.D., 271 pages. Charles C. Thomas, Publisher, Springfield, Illinois. This scientific and highly specialized study of gymnastics includes contributions of twenty-one professionals in the field. Written primarily as an academic textbook, the volume may also be of interest to those who wish to enrich their gymnastic knowledge. Interdisciplinary areas covered include the psychological, physiological, biomechanical, aesthetic, and judgemental aspects of artistic gymnastics. Eighty tables, figures, photographs, and charts illustrate the text.

• • •

*Introduction to Women's Gymnastics*, by Blanche Jessen Drury and Andrea Bodo Schmidt. 112 pages. Hawthorn Books, Inc., New York, N.Y. \$2.95. Written by two coaches from San Francisco State University, this volume is designed to give the beginning gymnast an understanding of basic gymnastic skills. The easy-to-read text and line drawings take the reader through progressively more rigorous conditioning exercises into chapters on tumbling, dance, floor exercise, balance beam, uneven parallel bars, and vaulting. A self-rating checklist and a chapter on competition are also included.

• • •

*Planning and Design of Outdoor Sports Facilities*, from the Departments of the Army, Navy, and Air Force. 136 pages. For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C., 20402. Stock No. 008-020-00588-6; \$2.35. This detailed, technical outline of playing fields and courts may serve as the basis of a new facilities design you are

contemplating. It provides written descriptions and detailed drawings of the commonly-played sports areas in the U.S. Courts covered included badminton, basketball handball, shuffleboard, tennis, tetherball, volleyball and even hopscotch. Many fields are detailed; among them are several levels of baseball, field hockey, football, lacrosse, speedball, team handball, and flickerball. Track and field planners will use the section which outlines specifications for the quarter-mile; shot-put; hammer, discus, and javelin throws; long, triple, and high jumps; as well as the pole vault. Multiple sports areas, such as those for tennis/volleyball/basketball combinations, are shown, along with a variety of shooting ranges.

• • •

*Planning and Design of Outdoor Recreation Facilities*, from the Headquarters of the Department of the Army. 175 pages. For sale by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402 Stock No. 008-022-00096-8. \$5.00. With many fold-out illustrations, several in color, this complement to the book above describes the buildings and landscaping to complete the facilities described in that book. Lodgings of various designs are included, along with bath houses, equipment storage buildings, stables, camp and marina support buildings, and more. Even design elements, such as the choice of color scheme, are detailed.

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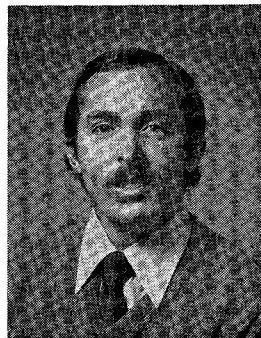
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# The Employee Association: Forum for Improved Communications



by  
**Steven L. Ranck, Ph.D.**

**T**HOUSANDS of dollars are being spent annually by businesses and industries, large and small, to increase employee morale and productivity. Hundreds of gimmicks, texts, meetings, crash courses, and seminars on these subjects are offered to members of management. Too often, however, these efforts result in little or no improvement in human relations or productivity.

Management personnel training, for the most part, has skirted the elementary essentials — the very tools which would hit "pay dirt." Employee relations consultation is often dressed-up with academic jargon and so-called scientific documentation, then carefully delivered with a price tag that belies its true value. So often it's a case of digging too deeply when the solution lies on the very surface. Looking more simply at the surface, we come eyeball-to-eyeball with the employee, and realize that the key to employee morale and productivity is the improvement of communications between the employee and the supervisor. We find that the employee usually has an interest in and concern for the company. The attitude of employees toward their employer can be compared to the comforts of heat and air conditioning in a building. Management, like a thermostat, sets and controls the employee climate. The hotter the climate becomes, the longer it takes to cool, regardless of how much adjusting is done. The eyeball-to-eyeball approach is so elementary that one may hesitate to suggest any forum as simple and inexpensive as the employee recreation organization. Here, on and off the job, friendships grow and communications improve between employees and supervisors. The em-

ployee organization is a common ground on which employees and the employer can meet and share related benefits. The organization is the vehicle which promotes better relationships, while building the employee's pride in his or her company.

The employee association idea is not new. It has been around a long time and has been, for the most part, successful. Many of these programs which have failed or malfunctioned were the victims of management neglect and poor leadership. All employees, including managers, can enjoy the recreation activities and services an effectively organized association can offer.

A fact to keep in mind is that whenever and wherever people work, some employee assembly and group activity will take place. Recreational activities as well as athletic, cultural, and educational events often arise from employee gatherings. When hardship befalls a worker, his buddies will often seek ways to assist him. Often an employee association will develop spontaneously — without a name, established procedures, programs, or management guidance. The question then arises about who shall help organize the employee association. Is it the company's responsibility? The city's? The union's? Should outside agents represent the employees in all their activities? Should the company pay for the programs through grants or negotiated support, for which management may receive little credit or appreciation from the work force?

Most recreation directors feel that there is no need for intermediaries to speak for the employees — none, that is, if the employees feel secure and confident when they deal with their supervisors. We know of no better personal communications medium in industry that the employee service or recreation association led by management (nor do we know of many better sources from which to select future company leaders.)

Once management has decided to work with an official employee organization, a clear set of objectives must be established for its smooth operation. These basics must be considered for any such list:

1. To develop a friendliness among all personnel
2. To provide a wide variety of activities in health, social, economical, and educational fields for the employee and his or her family.
3. To develop and maintain good community-company relationships through civic interest and participation
4. To establish activities and services based upon equality for all participants
5. To assist in customer relations and quality control programs
6. To assist in personnel recruitment and programs for new employees
7. To provide opportunities for management observance of potential leaders and employees with special talents.
8. To provide an all-employee organization that serves as a communications catalyst for developing better working relationships.
9. To encourage employees' concern, support, and pride in their fellow workers, their jobs, the products they produce, and the company for which they work

The guiding spirit of employee services administration must be sincere, honest, helpful, and non-aggressive. The administrator of such a program must be interested first in the discovery, assistance, and advancement of

others. He or she must be endowed with a certain degree of humanitarian drive and be willing to provide service without acclamation or immediate reward. Finally, he or she must be able to work as calmly and effectively with management as with the rank-and-file employees. Finding this type of administrator may prove to be the most difficult factor in developing an employee association. The job of the administrator is to view the total picture, attracting as many participants as possible for the programs. To be concerned with good administrative policies as well as long-range planning and its effects upon employee morale is necessary. Special skills such as coaching, language instruction, umpiring, or crafts instruction may be either recruited from employee volunteers or hired from outside the company.

Once a sound employee services program with capable leadership has been provided, many of the interpersonal problems in personnel administration can be effectively reduced. A new family-spirited attitude begins to emerge and a more communicative atmosphere unfolds as the program develops. Of course, no program can succeed without good intentions, support, and enthusiasm on the part of management. □

---

**Steven L. Ranck, Ph.D, is Chairman of the Recreation and Leisure Education Department at the University of Toledo. The University is a member of the Toledo Industrial Recreation Council and is the only university in northeastern Ohio to offer industrial recreation studies. Dr. Ranck earned his degree at the University of New Mexico in Leisure Studies.**

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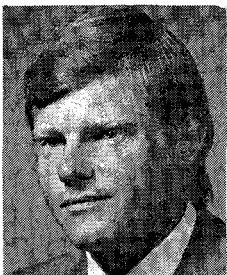
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## Constructive Comments

### Bike program's first step: secure racks

by Anthony W. Kotz  
Kotz & Schneider  
Land and Recreation  
Planning & Design  
Syracuse, N.Y.



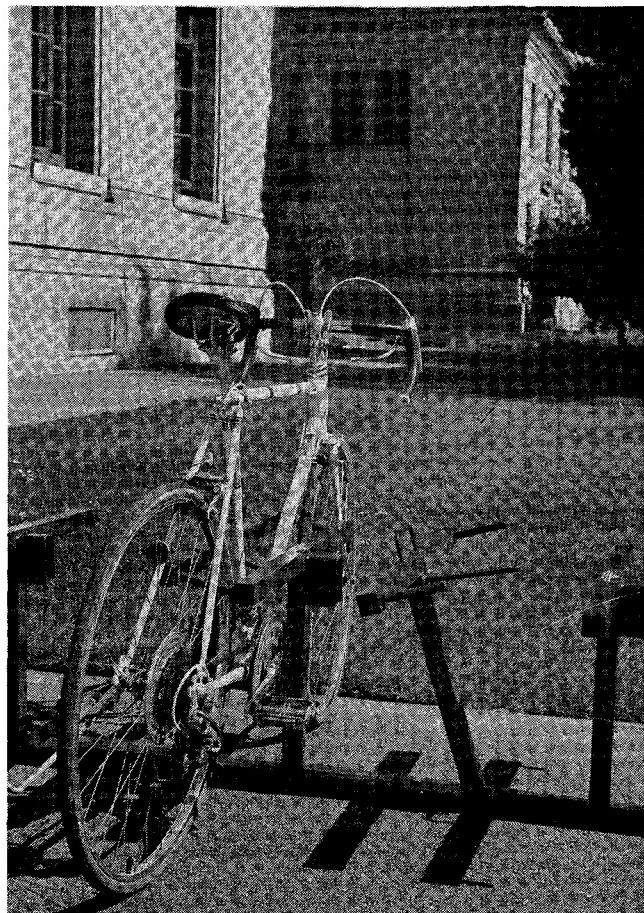
The recreational, fitness, and transportation values of the bicycle are well known. Bicycle commuting, where feasible, can contribute to employee fitness and reduce pressure on expensive parking lots and traffic. An employee association might take the initiative in encouraging bicycling by providing well placed and secure bike racks.

Symptomatic of the "bike boom" are the many commercial models of bike racks available, requiring only a few square feet of space. Some are "portable", others

permanent. Some provide locking devices while others require the bicyclist to carry his own. One approach may be coin-operated models which alleviate the need to carry a lock and chain. These may produce enough revenue to pay for themselves, and, perhaps, provide a profit!

The careful placement of bike racks is of utmost importance. Ideally, racks should be under cover, to protect bikes from theft, vandalism, and the weather. Accessibility and convenience to the destination are also important. Cyclists may prefer several smaller parking areas, rather than a centralized large facility which may be congested as well as removed from their destinations.

After the first step of providing storage, a bicycling program may be promoted. By working with your local municipality, bike paths and routes may be designated and marked. With the revenue produced from coin-operated racks, a bicycle club could be organized to sponsor tours, rallies, and races.



Shown is a bike rack which the manufacturer claims protects both the wheels and the frame against cutters and prying, without the need for chains or cables. (Photograph courtesy of the Rack III Company, San Francisco, California)

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# Tournament News

## Seasons' change brings new NIRA contests

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



Last year's NIRA Golf Tournament had the best participation ever. One hundred thirty-five teams took part. A special thanks once again to **Glen Westover** of Babcock and Wilcox, **Miles Carter** from McLean Trucking, **Bill Bruce** from Motorola Inc., and **Howie Thornburg** of the NIRA Staff for their efforts in coordinating 1975 Tournament play.

**Gene Miller**, Michigan Bell Telephone, will be coordinating NIRA's Fishing Contest once again this year. Gene has indicated that information on this year's Contest will be mailed in the near future. Spring is here and

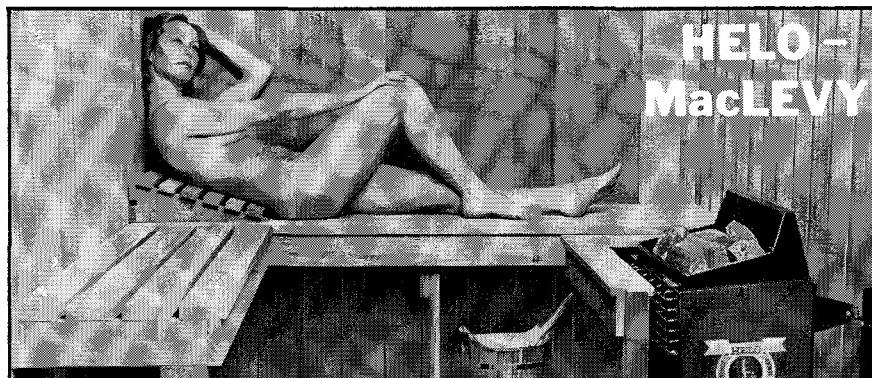
summer is fast approaching. Plan now to enter your company or association in contest competition.

In other Tournament news, please note that the entry deadline for this year's Photo Contest is near. To be eligible for Contest judging, entries must be postmarked by April 2, 1976. Winning entries will be presented awards at this year's Annual Conference in Milwaukee, May 21-25.

Finally, all bridge trophies have been mailed. If you were a trophy winner and have not yet received your award, please contact Patrick Stinson at NIRA Headquarters, (312) 346-7575.

In closing, I offer the following thought for consideration: *"Measurement of a program's success must go further than your personal evaluation. Every program must be evaluated in terms of the effect that it had on the participant".* □

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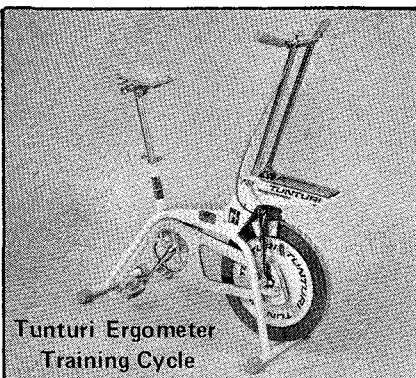
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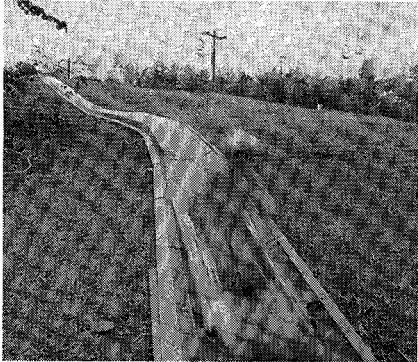
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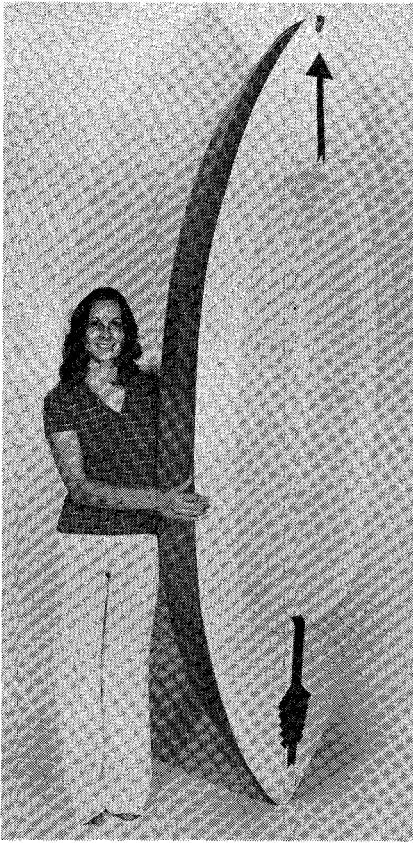
# new products



## Summer toboggan

Cross a surf board with a toboggan, set it in a plastic and steel slide, and it's all down-hill on any grassy slope. The slide can be installed on any hillside, without special grading. Curved and straight sections combine to make a continuous slide or disassemble for many separate short runs. Brakes may be installed in the track for safety and in the sleds for control during racing. Sled cushions with customized logos are available.

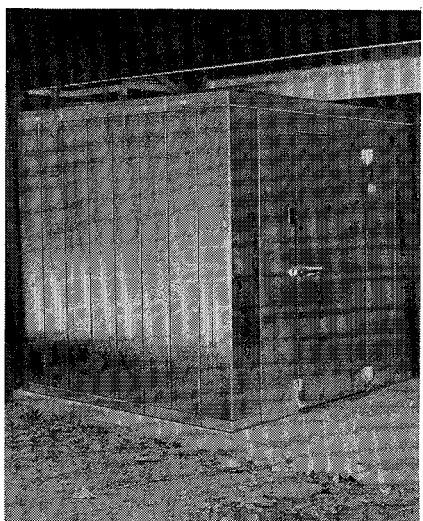
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## Plastic boat

This compact, lightweight boat features a ribbed flat bottom and a low cockpit for stability. Built-in foam aids flotation. Constructed of high-impact plastic with fiberglass reinforcement, the little boat is designed for a wide variety of lake and stream uses. It is just 8 ft. long and weighs only 24 lbs. Retail price is under \$150.

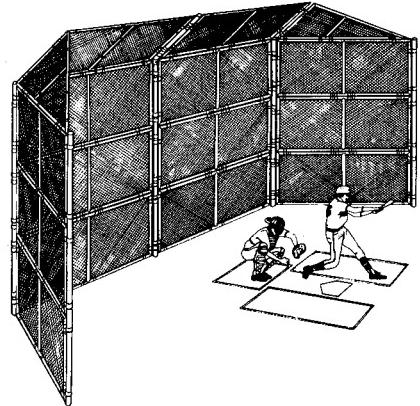
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## Prefab cooler

This prefabricated, walk-in cooler is designed to store refuse and control the odors and pests associated with institutional kitchens. The cooler measures 8x8 ft. and stands 7 ft. 6 in. high. A cooled interior with a temperature of 42° to 45° F holds refuse conveniently and odor-free until it can be removed. Panels and doors are made of 4-in. thick urethane, foamed in place between sheets of heavy-gage galvanized steel. Aluminum and stainless steel skins are also available. Approved by the Underwriters' Laboratories and the Factory Mutual Insurance Group.

**CIRCLE READER SERVICE CARD NO. 3**



## Prefab backstop

A series of prefabricated, heavy-duty backstops is available from this manufacturer. Offered in popular baseball and softball sizes, the backstops adapt for permanent, portable, or socket-mounted installation. Panels may be individually replaced, when necessary. Woven wire netting is attached to solid aluminum tension rods and stainless steel strap clamps to prevent loosening and bulging. No special tools needed to install.

**CIRCLE READER SERVICE CARD NO. 4**



## One-piece playset

As many as 18 youngsters, aged six to ten years, can enjoy this one-piece jungle gym at one time. Constructed of brightly-colored, low-maintenance solid aluminum, the set features a central dome with two outrigger ladders and an adjoining fire-fighter's slide. The entire unit is 19 ft. long and 8 ft. wide, with a 9-ft. sliding pole.

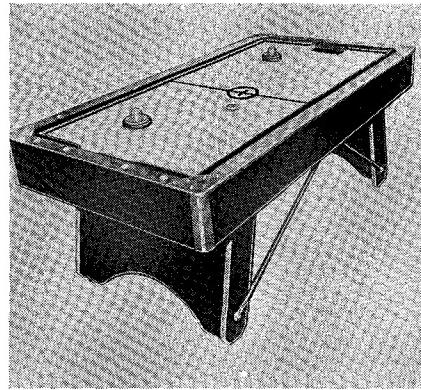
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## Spring darts

These British-designed darts incorporate small springs into their shafts. The "give" in the new darts eliminates blocking and minimizes feather damage in tight groupings. The darts simply bend to accommodate one another. The manufacturer assures that the spring design does not interfere with normal dart balance.

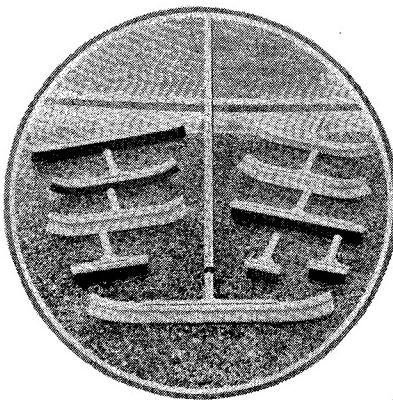
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## Airless hockey

This airless model employs a slick surface for the same speed as more complicated hockey tables which use forced air. The 96 X 48 in. table may be placed anywhere, since it does not depend upon an electrical outlet. According to the manufacturer, the game is completely assembled at the factory and comes with a three-year warranty. It is designed for institutional and recreational use and features heavy duty construction, optional height-adjustable legs, cushioned side rails and goals.

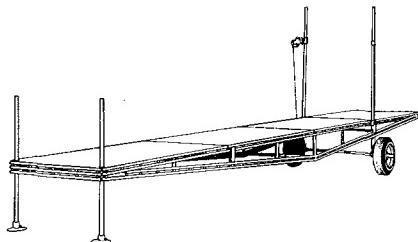
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## Swimming pool brushes

A quick-change bracket on a common handle fits a full array of swimming pool brushes. The pole/handle telescopes to convenient lengths for different jobs. Many brush attachments are available, including five for wall use, and five more for algae, as well as acid wall brushes, acid/tile brushes, tile brushes, a gutter brush, a deck and patio broom, and other special purpose pool cleaning tools.

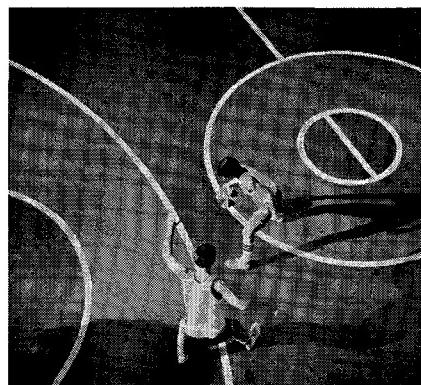
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## Portable dock

This new portable dock is designed for easy installation by two people in approximately ten minutes. The unit comes in 3 x 32-ft. and in 4 x 32-ft. sections. T-sections are also available. The dock uses a truss system for added strength over a 32-ft. span, eliminating the need for additional posts. Constructed of durable, all-weather steel, painted with marine enamel. The top surface is non-skid perma-grid plywood with plastic lamination. Units hook on the back of a car for highway moving.

**CIRCLE READER SERVICE CARD NO. 11**



## Color coatings

A new line of polymer coatings can add bright color to asphalt and concrete playing surfaces. Cost is kept low because the coatings can be applied by a maintenance crew in a matter of hours, without previous experience. The manufacturer estimates that a red and blue basketball court with white lines can be completed for as little as \$400 in material costs. A full-sized tennis court would cost about \$600. A area with three playground game designs in several colors could be completed for about \$75. Colors presently available are red, green, beige, and blue, with yellow and white outline colors.

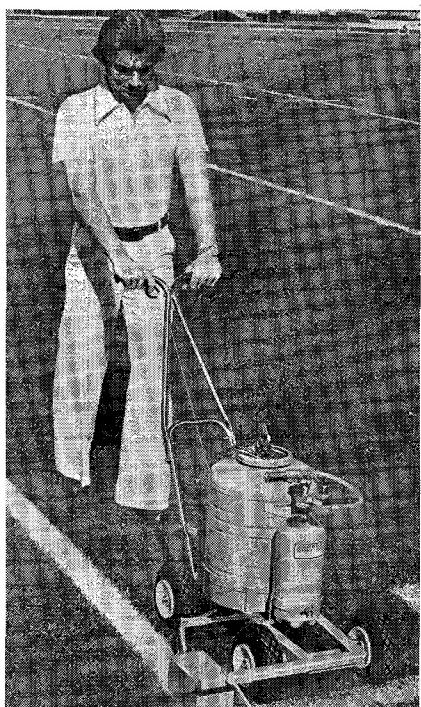
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## Bicentennial costumes

If your Bicentennial program calls for a touch of realism, you might want to discuss costumes with this tailor. The costumes available from this tailor include British, Hessian, French and American military uniforms; frontier buckskin look-alikes; colonial gentlemen's suits; and colonial women's dresses. Also available from the same costumer is an array of 1890's costumes for men and women as well as a store of hats, hairpieces, eyeglasses, model muskets, and other accessories. The manufacturer warns that demand necessitates advanced ordering. A catalogue is available.

**CIRCLE READER SERVICE CARD NO. 13**



## Athletic field striper

The manufacturer says that even an inexperienced worker can use this series of strippers to put down a clean strip as fast as he or she can walk. Engineered to provide two, three, or four-inch stripes, the machines carry paint tanks mounted on a welded chassis. A trigger paint release and viscosimeter assure smooth, even spread of paint. The small number of moving parts makes maintenance virtually effortless.

**CIRCLE READER SERVICE CARD NO. 12**

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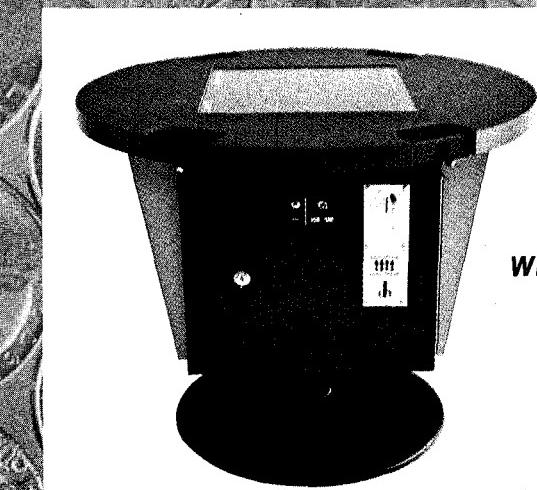
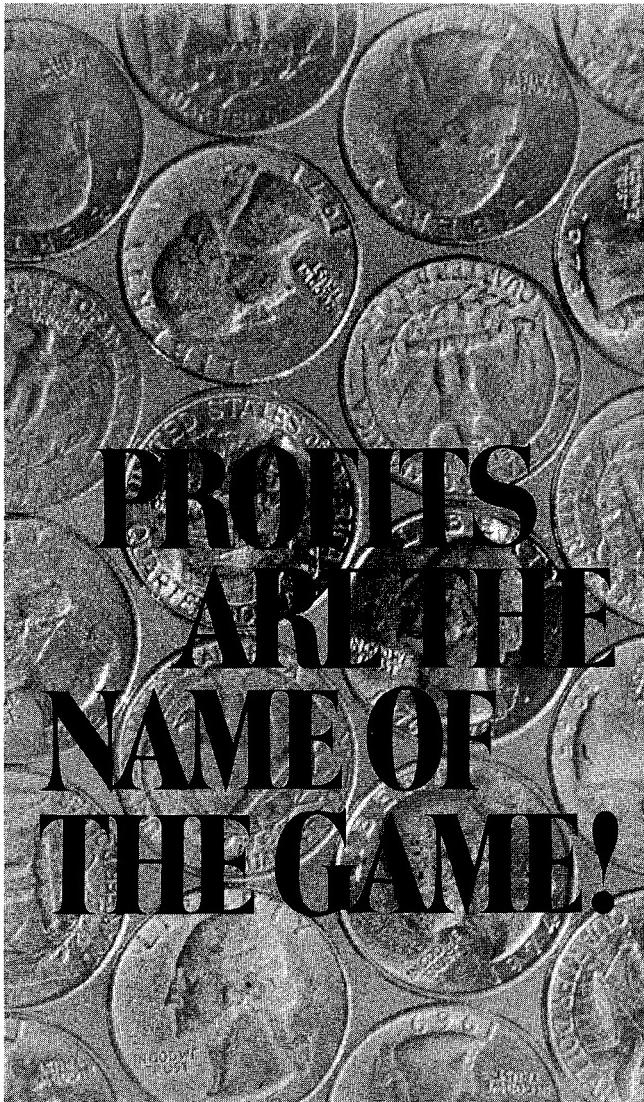
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- Programming for retirees
- One company's "Alumni Day"
- How to organize an IRC
- New national discount program

# recreation management

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# El Salvador



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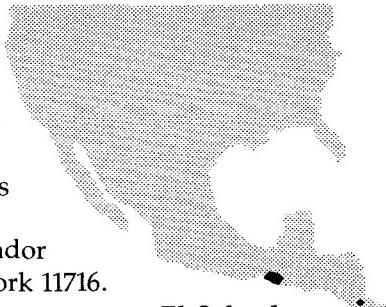
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# recreation management

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Do your responsibilities to your organization's employees end when those workers retire? For an increasing number of recreation directors, the answer to that question is "no". Scores of NIRA member companies now program recreational activities for their retired employees. Some open their regularly-scheduled events to retirees. Others develop special programs for them. Nearly all feel that such socially responsible efforts help lead to improved relations with both active employees and the greater community.

Design by Sandi Zimnicki

next month: Conference issue

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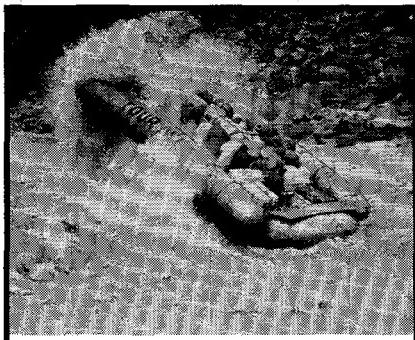
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about our members . . .

## nira news

### Greyhound cheered for "Helping Hand"

Greyhound Lines, Inc. has received heavy praise for its "Helping Hand" program, which allows handicapped passengers to travel with companion/assistants for the price of a single ticket. The program, first reported in the December/January, 1976 RM, requires that the handicapped passenger present a note from his/her physician, certifying that s/he needs the help of a companion in order to use the bus. The companion be able to assist the handicapped passenger in boarding and exiting the bus and must travel the entire distance with the handicapped person. At the inception of the program, Greyhound asked other motor coach carriers to cooperate in the program by honoring the special Greyhound tickets for the handicapped.

Recently, the Disabled American Veterans Association presented a special award to James L. Kerrigan, President of Greyhound, commending the company for its contribution to improved services for the handicapped.

"The 'Helping Hand' service is only a part of an ongoing comprehensive program for the handicapped," said Kerrigan. "In several of our new terminals and those planned for construction or remodeling, we are putting in facilities such as wider doors, ramps, handrails, and special restroom features. We are studying other programs and services designed to make travel easier for the handicapped."

For more information on the "Helping Hand" program, contact Greyhound Lines, Inc. at Section S, Greyhound Tower, Phoenix, Arizona 85077.

### Atlantis rises again at Sea World, Orlando

Sea World, Inc. intends the Atlantis Starlight Theatre to be an aquatic and live entertainment facility that will rank among the finest in the nation.

Atlantis, to be constructed on Sea World of Florida's 17-acre lagoon, is scheduled for completion in November, 1976.

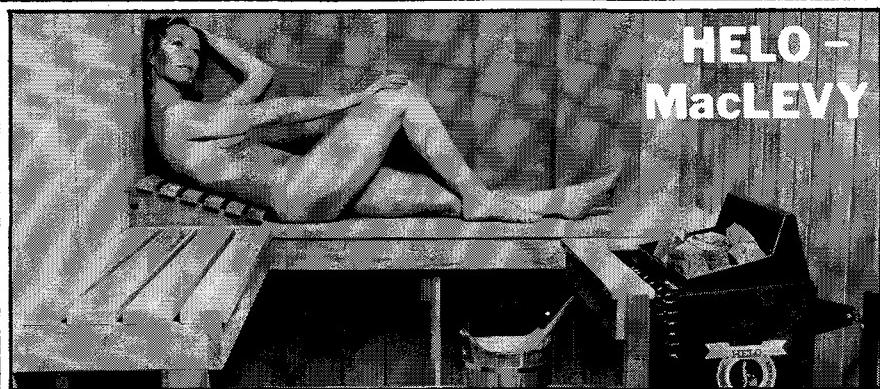
The 5,000-capacity theatre is intended to be both a splashy Sea World aquatic attraction and a modern performing center for entertainers from across the country. During the day, Sea World visitors will see "super stars" such as Superman and the Amazing Wonder Woman in an aquatic production entitled "Cavalcade of Comics"—sure to be winner with children. Audiences of all ages will thrill to Atlantis' displays of high-diving, jet-skiing, and human kite flying. Shows will be free for the price of park admission. A second phase of the theatre's construction will include facilities for even more elaborate aquatic productions. Floating stages and a sunken swimming pool will make shows even more exciting than Sea World audiences expect.

Sea World is also promoting its new Theatre as a potential site for specialized television productions. Constructed to attract network specials, as well, Atlantis is equipped with catwalks, central stage access, platforms, special theatrical lighting, speaker clusters, green rooms, and mobile TV facilities.

At night, when the rest of Sea World is closed, the Atlantis Starlight Theatre will remain open for

---

continued  
on page 6



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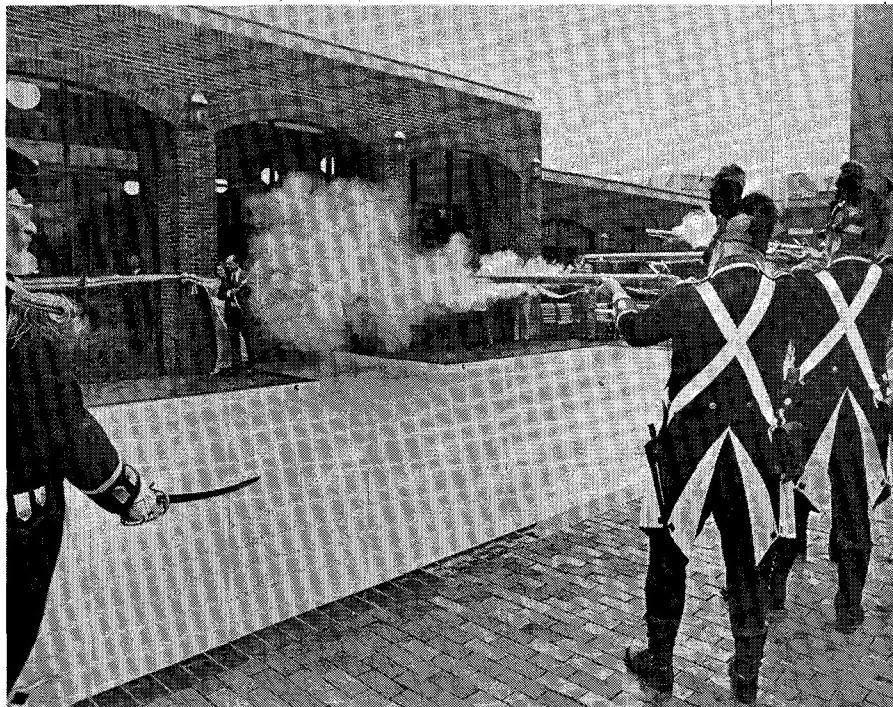
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live musical comedy, and dramatic productions. Sea World insists that the new theatre will be a boon not only to its own fortunes, but also to the tourist potential of the entire central Florida area.

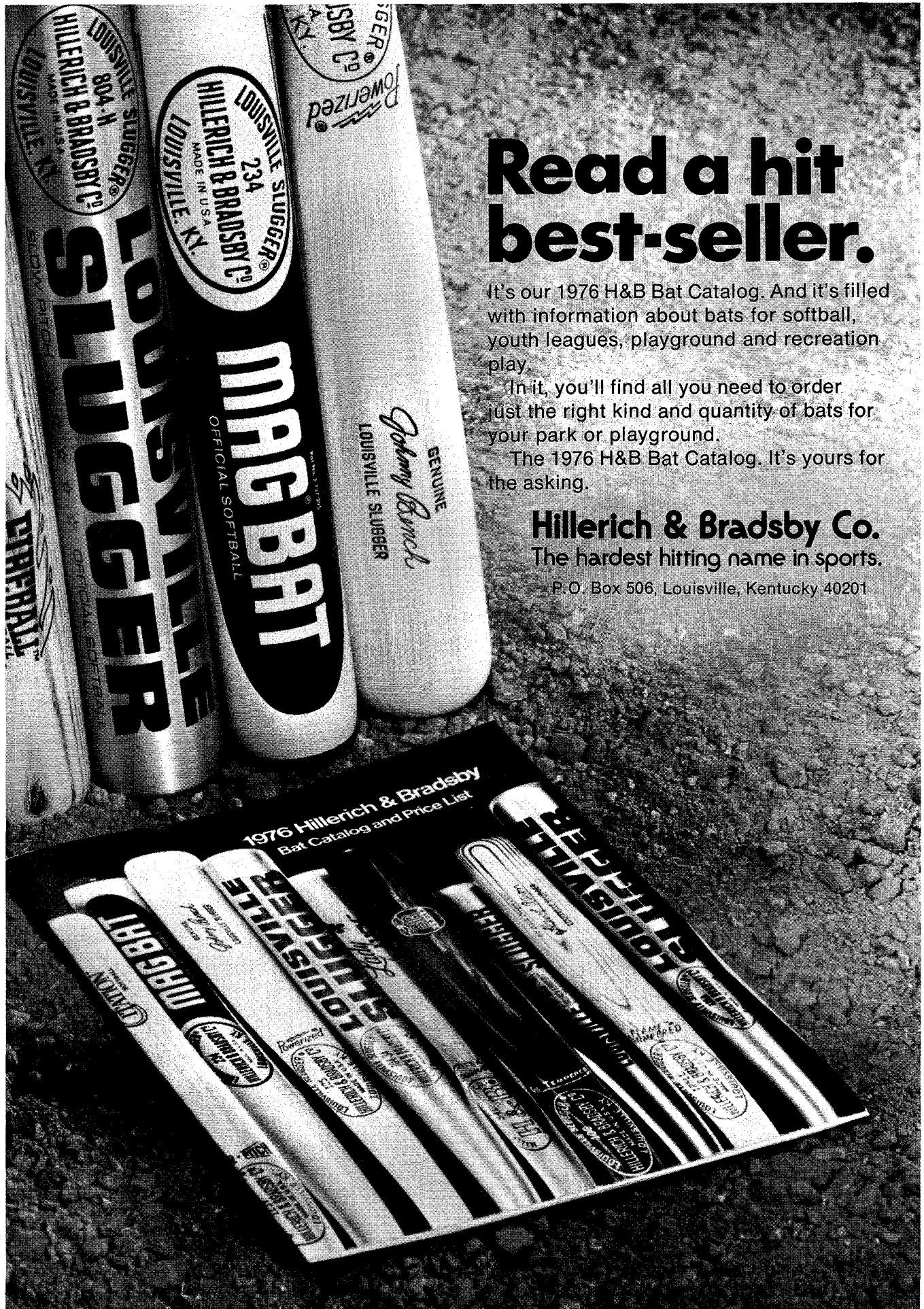
**NIRA Newsnotes . . . Marriott Hotels** continues to grow, with the acquisition of a Springfield, Mass. hotel and the construction of a new Marriott Inn in downtown Providence, R.I. The 270-room Baystate West Hotel in downtown Springfield will be managed by Marriott under a lease agreement. The hotel has a convention center and three restaurants plus a swimming pool and health club. Providence's new Marriott Inn offers 250 rooms, an indoor-outdoor heated swimming pool, a whirlpool, health and game rooms, conference rooms, a 4,900 sq. ft. ball room, and a restaurant. . . . In other interests, the hotel and entertainment corporation announces that **Marriott's Great America** theme parks in Gurnee, Illinois and Santa Clara, California have moved to completion on schedule.

The Santa Clara park, opened March 20, while the Gurnee attraction is set for a May 29 opening. Both parks offer a trip through America's past in six themed areas: Hometown Square, Yukon Territory, Great Midwest Exposition and County Fair, Orleans Place, and Yankee Harbor

. . . **Hopeton Fearon** of the Jamaica Tourist Board announced in his recent newsletter to NIRA members the availability of "Friend of Jamaica" tourist discount cards. Ask your travel agent or the Jamaica Tourist Board for more information . . .

**Horizon Sportswear, Inc.** of Madison, Wisconsin will expand into a 16,500 sq. ft. facility in Elkmont, Tennessee. The Elkmont plant will manufacture "identity sportswear" for industrial recreation consumers. Look for the Horizon ad in this issue of RM . . . **Greyhound** has announced a new series of escorted "sunshine tours" to Florida. Upcoming tours are slated to depart New York City on May 22, June 26, July 24, August 14, September 11, October 16, and November 13. The excursions will include motor coach transportation, hotel accommodations, a bilingual escort, sightseeing, admissions, and tips. Included in the itinerary are a stop at Walt Disney World, nine days at a Miami resort, an optional tour of the Kennedy space center, and a visit to St. Augustine . . . **San Salvador** reports that the earthquakes which so devastated her neighbor, Guatemala, in early February have not left their mark in San Salvador. The picturesque Central American country is in solid shape and ready for northern visitors . . . **Japan Air Lines (JAL)** has added Tokyo's Imperial Hotel to its worldwide hotel system. In addition to a chain of hotels in Japan, the JAL system includes hotels in Jakarta, Guam, Okinawa, and Hong Kong. New hotels in Paris, Manila, and Tokyo will join the system in the next year. □

\* \* \*



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# news in brief

### 1974 travel spending tops \$60 billion

Americans spent \$60.3 billion traveling to destinations more than 100 miles from their homes in 1974. The estimated expenditure was up almost 32% over 1972. Estimates are based on an "expenditure model" developed by the United States Travel Data Center.

The Data Center estimates that, in 1974, 36% of total travel dollars spent in the U.S. went toward the purchase of transportation. Fifteen per cent was spent for lodging, 7% on entertainment and recreation, and 12% on gifts and incidentals.

As might be expected for the inflationary period involved, the cost per trip for the average American traveler rose. In 1972, the average American spent \$22 per day while traveling. Two years later, the average daily expenditure had risen to \$26.

### Bicen tour crowds expected moderate

Two recent public opinion surveys conclude that U.S. travelers need not fear crushing crowds this year at Bicentennial travel attractions.

According to a poll conducted late last fall, 32%, or 46 million, of U.S. adults believe that it is fairly—or very—likely that they will visit a Bicentennial site or event on a 1976 vacation trip. The survey was conducted by the United States Travel Data Center for the American Revolution Bicentennial Administration (ARBA).

The survey concludes that there will be a small increase in the number of Americans taking weekend and vacation trips in 1976, as compared with 1975. It also suggests that Bicentennial destinations away from the East Coast will be popular with American families and that initial fears of huge Bicentennial crowds have diminished considerably among potential tourists.

The ARBA insists that any fear of overwhelming Bicentennial crowds is unwarranted and should not keep American families at home during the nation's 200th birthday year. The ARBA predicts that there will be more domestic pleasure travel in 1976 than in previous years; but that the increase will not be dramatic. ARBA also notes that travel surveys can inflate the true number of travelers, since nearly half of those who indicate travel plans never follow through with them. Even so, ARBA cautions all Bicentennial travelers to make reservations before beginning their vacation trips.

### RV sales rolling higher in '75, '76

After the slow-down of the gasoline crisis, recreation vehicle sales are climbing again. Shipments of travel trailers, motor homes, and fifth wheel trailers increased by 15% during 1975, compared with the previous year. The Recreation Vehicle Industry Association (RVIA) has predicted that RV sales will rise another 16% in 1976.

"As late as December 1, 1975, we were predicting only a 10% increase for 1976," said Doug Toms, RVIA President, at a recent national convention. "A surge in sales during December and January, and one of the best early-buying seasons in industry history by dealers, has produced the more optimistic outlook. Orders for all types of recreation vehicles are excellent and many manufacturers have already received orders for the year's entire production."

## Park "passports" now available

The 1976 Golden Eagle Passports and lifetime Golden Age Passports are now available at selected national parks, monuments, and recreation sites where they provide admission.

The 1976 Golden Eagle Passport, for people under 62 years of age, is good for one calendar year and costs just \$10. It admits the purchaser and all people traveling with him/her in a private noncommercial vehicle to national parks, monuments, and recreation sites where admission is ordinarily charged. It does not cover such recreational use charges as camping fees. The Golden Eagle Passport will save vacation dollars for those who plan to visit several national sites in the coming year.

The Golden Age Passport is available free to citizens or permanent residents who are 62 years of age or older. It offers nearly the same entrance privileges as the Golden Eagle Passport. It also admits senior citizens and their families who are traveling by means other than private, noncommercial vehicle.

For an information brochure about the 1976 Passports and the federal entrance fee areas across the nation, contact the Bureau of Outdoor Recreation, U.S. Department of the Interior, 18th and C Streets, N.W., Washington, D.C. 20240.

## \$1 million set aside for Appalachian Trail

Secretary of the Interior Thomas Kleppe announced in March the setting aside of \$1 million for land acquisition along the Appalachian Trail. The money, from the Contingency Reserve of the Land and Water Conservation Fund, will be available to states along the Trail. The States of Connecticut, Massachusetts, New Jersey, New York, Pennsylvania, and Virginia have already developed plans to acquire lands along the trail, using a com-

bination of state and federal funds.

Each state will identify critical Trail lands threatened by development or severe price escalation and apply for portions of the matching funds. The earmarked funds will be available for one year. The Trail, which runs along the spine of the Appalachian Mountain range from Maine to Georgia, was established in 1968 as one of the two original National Scenic Trails. It is hoped that the setting aside of special funds will encourage the individual states involved to preserve the Trail.

## National Tennis Week set for June 19-27

National Tennis Week, an annual promotion to encourage participation in tennis, will be held June 19-27 at hundreds of tennis facilities across the nation. Previously billed as Family Tennis Week, the event will feature free tennis instruction, special tournaments, and chances to win hundreds of prizes.

The event, sponsored by Lipton Iced Tea and conducted by *Tennis Magazine*, has been recognized by the President's Council on Physical Fitness and Sports.

Members of the United States Professional Tennis Association will initiate National Tennis Week on Saturday, June 19, by holding National Tennis Clinic Day. The pros will give free tennis lessons to players of all abilities. Players who participate in National Clinic Day and National Tennis Week tournaments will be awarded points toward Presidential Sports Awards by the President's Council.

Additional sponsors of National Tennis Week are: the U.S. Professional Tennis Association, the National Indoor Tennis Association, the U.S. Tennis Association, the Tennis Foundation of North America, and the U.S. Tennis Court and Track Builders Association. For more information, contact Marcia Strousse, Promotional Manager, National Tennis Week Operations Headquarters, 405 Westport Ave., Norwalk, Conn. 06850, or call (203) 847-5811. □

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CIRCLE READER SERVICE CARD NO. 31



## associate profile

### National Retirement Shows: how, when, where to retire



The National Retirement Shows are designed by retirement and exhibit experts to provide crucial information for people 50 years of age and older. The Shows will feature spacious walk-through display areas sponsored by companies and organizations whose products and services are of special interest to people who should be planning for rewarding retirement years. Information, education, and practical guidance will be centered around nine theme areas: housing, financial services and planning, health care, travel, home entertainment and services, camping and recreation, education, business opportunities, and information services. Each Show will also feature special films, demonstrations, seminars, and panel discussions where visitors can participate in question-and-answer sessions.

The premier National Retirement Show will run May 12-16, 1976 at Chicago's Palmer House. Cobo Hall in Detroit will host the second Show, October 6-10. NIRA will assist with a display on hobbies and crafts at both Shows. Many national companies have already confirmed their participation as well. Among them are: Time-Life Books, Leisure Technology Corp., Continental Illinois Bank, Merrill Lynch, Metropolitan Life Insurance Co., Avon Products, and Scrabble Crossword Game Players. These exhibitors will be joined by government agencies and service organizations including the American Red Cross, the U.S. Administration on Aging, and the Social Security Administration.

NIRA member companies may order special discount tickets to the Retirement Shows for their employees. They may even underwrite the entire cost of admission for selected employees — say, pre-retirees. Your Reader Service response will bring further information. □

CIRCLE READER SERVICE CARD NO. 1

### Kentucky Fried Chicken caters anywhere, anytime

Catering the 12-day Ohio State Fair is no easy job. Neither was the wedding party on a grassy California cliff. Or the "nature picnic" in a private southeastern nudist camp.

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Director Dave Lubinski, Kentucky Fried Chicken Catering, continues, "In the case of the industrial party planner, food is often the number-one headache, with two options offering relief. The first is using the company's in-house food service (if available) — which prohibits those workers from attending a company-wide gathering as guests, and often restricts menu variety. The second option is an outside caterer — which is where Kentucky Fried Chicken Catering can help."

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- (3) **Surprisingly affordable prices:** Prices vary with region and food selection, but remain consistently competitive.
- (4) **Full-service:** Most KFC offices offer not only delivery to any location, but also experienced personnel to serve a buffet line or formal banquet. Professional consultants are available to assist in menu planning, event organization, and even fund-raising.

"That about sums it up," says Lubinski. "You might add that Kentucky Fried Chicken is available in almost every state. If we can handle the Ohio State Fair for six years in a row, we can handle just about anything." □

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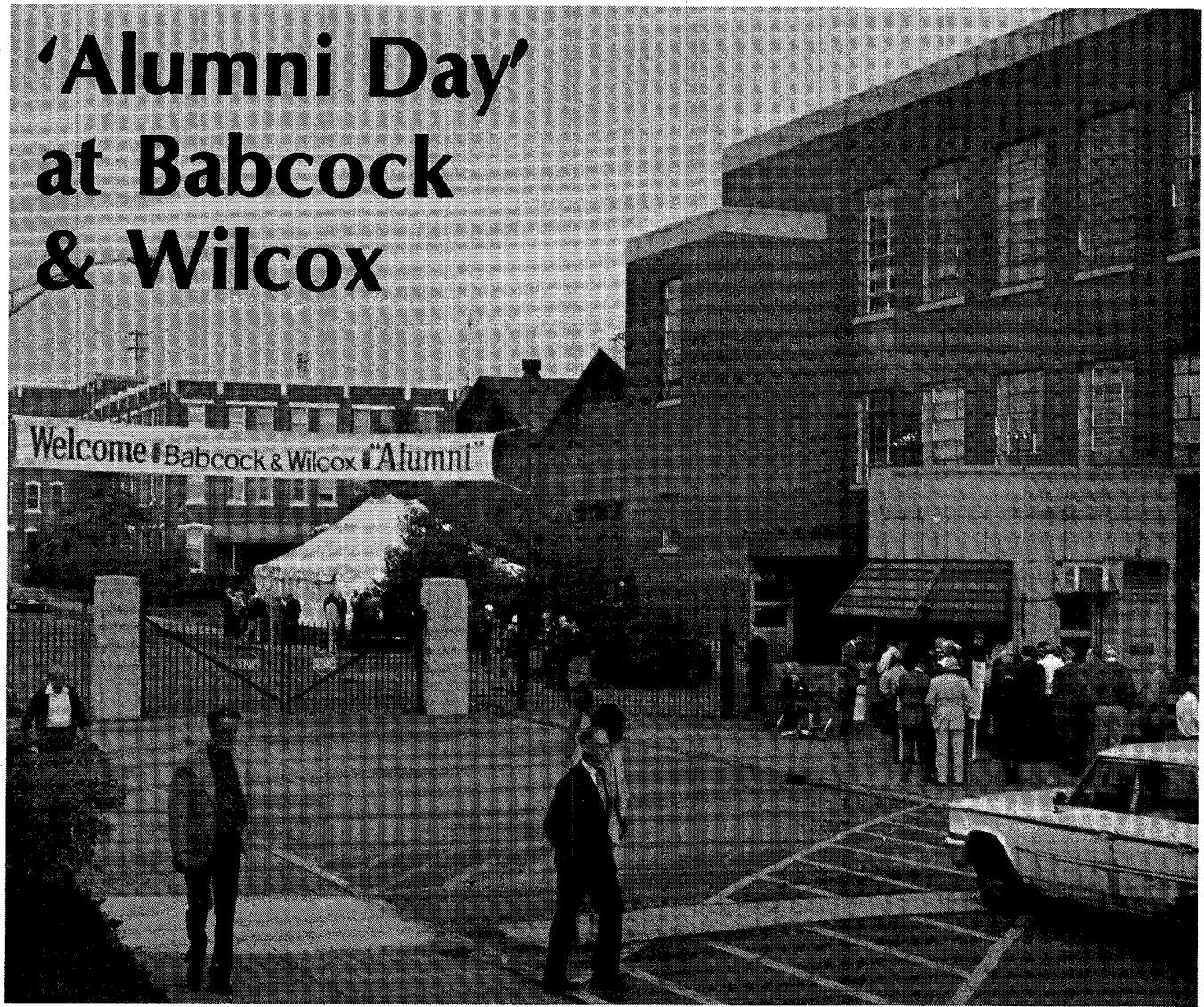
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CIRCLE READER SERVICE CARD NO. 2

# 'Alumni Day' at Babcock & Wilcox



Welcome! A tent near the factory gate serves as a visitors' center.

**A** MIDWESTERN manufacturing company has discovered that retired employees not only remain interested in their former employer, but can also be a significant morale booster for active employees.

At the Barberton, Ohio Works of the Babcock & Wilcox Power Generation Group, a September, 1975 "Alumni Day" brought retirees back to the plant where they were feted, praised for their contributions to the company, and invited to visit their former co-workers on the job. The event was a resounding success.

"We'd been doing it, on and off, for years," says **Glenn Westover**, Supervisor of the Employee Activities Office. "Years ago, it was an annual event. Then, five years ago, it was eliminated for budgetary reasons." When B&W revived "Alumni Day" last year, the reaction from retired and active employees alike demanded that the event be reinstated as a regular part of the employee activities program.

On the morning of "Alumni Day", 400 retired employees, some of them from distant communities,

arrived at the plant gate. In a large tent specially raised for the occasion, the group was treated to coffee and doughnuts. Throughout the day, the tent served as a hospitality center. Some retirees preferred to stay there, talking with old friends and enjoying the attentions of superintendents and management people who stopped by to greet them.

Following the breakfast, the retirees were invited to tour the entire plant and to visit their former co-workers. During the regular work

day, hundreds of old friends ambled into the plant. There, they greeted men and women with whom they had worked in past years and compared notes with the "new generation" of employees who were handling their former jobs.

Some companies might be reluctant to invite a crowd of former employees to tour work areas and talk with employees during regular production hours. Westover says that although B&W generally takes a conservative approach, the relaxed — and undeniably inefficient — atmosphere of "Alumni Day" is taken in stride.

"Everybody knows months in advance that it is coming," he explains. "They just accept and enjoy it for a few hours."

Westover says that many employees, including foremen and superintendents, welcome the chance to get together with retirees. Probably the greatest benefit of the day, from management's point of view, is the chance for active employees to witness the company's concern for its retirees.

"We are saying 'you're still part of the family,'" says Westover. And the employees tend to reason, "If they are good to these retirees, they will be good to me when I retire." The event promotes the feeling that B&W cares about *all* its employees and remembers the contributions they make.

This sentiment was reinforced in a statement by Walter M. Vannoy, Vice President of B&W's Power Generation Group, which was released on "Alumni Day" and reprinted in the company's newspaper. Vannoy told the group:

"The health of our organization today is, to a great extent, the result of the efforts that you have made in the past. We appreciate what you have done for Babcock & Wilcox and are pleased that you are able to return today. We look forward to

## "You're still part of the family"



**B&W retirees hear the state of the company in a luncheon review.**

your continuing fellowship and support in the belief that the future of Babcock & Wilcox will be as bright as the past. We are proud of you and will strive to continue to make you proud of B&W."

After their tour and visit in the plant, the retirees were treated to a special luncheon prepared in the plant cafeteria. There, the group heard a report of B&W's progress, presented by the Manager of Employee and Community Relations and the Manager of the Barberton Works.

As in past years, attendees all received small personal gifts — this year they were pocket tool kits. After the luncheon, the retirees were again free to wander about the plant and talk with employees. Many of them had tired by then, however, and were ready to return home.

After the tremendously successful revival of "Alumni Day", Westover hopes to continue the event. B&W

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**continued  
on following page**

## 'Alumni Day' continued

has not yet decided when to host the next visit. Because the time gap since the last previous Day seemed to have created a greater eagerness among retirees to visit the plant, Westover is considering a bi-annual "Alumni Day" for future years. □

THE DUTCH INN hotel is honored to have been selected as headquarters for your May, 1977 Conference. We thank you for the privilege of hosting this meeting and wish to thank the NIRA Officers and Directors for their vote of confidence. In future issues of *Recreation Management* we will be acquainting you with some of the fine recreational and amusement facilities you will be enjoying here next year.

Warmest regards,



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CIRCLE READER SERVICE CARD NO. 49

RM, April, 1976

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# Tournament News

## Contest and programming potpourri

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



**Bowling Tournament** — Andy Zadany, Corning Glass, has tabulated this year's Bowling Tournament results. Complete results will be published in the May/June issue of **RM**. Initial reports from Andy indicate that this year's turnout was smaller than anticipated, but that the Tournament was a success.

**Fishing Contest** — Gene Miller of Michigan Bell Telephone Company, NIRA's Fishing Contest Coordinator, reminds all members that this year's contest begins May 1 and will extend through December 1. Classes of competition include: Largemouth Bass, Smallmouth Bass, Crappie, Muskellunge, Northern Pike, Perch, Brown Trout, Lake Trout, Rainbow Trout, and Walleye.

**Awards Program** — All entries for this year's Citizens Savings Award have been received. Judges, including Steve Waltz (Chairman), Mark Armstrong, Art Conrad, and George Mullen are carefully reviewing each entry. Presentations to Awards competition winners will be made at this year's Annual Conference in Milwaukee.

**New Services Program** — In this month's issue of **RM**, NIRA is proud to announce the new "Wise Buy" pro-

gram. We feel that it offers each NIRA member's employees a chance to participate in a quality discount buying service and offers educational information on health, recreation, and safety items. Please review it carefully and plan to participate.

**Suggestions For Articles** — Any comments that you, the reader, might have regarding this column, any requests for articles on specific topics, or questions regarding NIRA Tournaments and Services, would be most appreciated. Please submit them to me, care of NIRA Headquarters, and they will be recognized and answered in this space.

**Programming Tip** — In an age of rapidly increasing expenses, it is important that every program director get his/her money's worth out of each and every program. It is never too late to evaluate the need for a program. Each organization should develop its own set of criteria by which it justifies the existence of a program. Some suggested guidelines:

1. What portion of the plant population does the program serve?
2. Does it represent the interests of all employees? Should it?
3. Does the number of participants justify the cost per participant of the program, in relation to the same costs for other programs?
4. Are there other programs in the community that can satisfy the same needs you are trying to meet?
5. Is there another program that can be substituted for an existing program to serve better the same participants at a lesser cost?

As I previously indicated, local community factors will alter the above considerations somewhat. But the questions of justifying the need for all programs should be paramount in every program director's mind as expenses continually increase. □

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CIRCLE READER SERVICE CARD NO. 34

# names in the news

**Damaso Ayuso** has been appointed Manager of travel industry sales for Holiday Inns, Inc.'s food and lodging division. The announcement was made by Michael Picot, marketing director for the division's Caribbean district. Ayuso will be responsible for direct sales for Holiday Inn resort properties located in Freeport and Paradise Island, Bahamas; Montego Bay, Jamaica; Aruba and Curacao, Netherlands Antilles; Islamorada, Florida Keys; the Miami Beach Inns of 87th Street, 174th Street, 180th Street; and the Miami Convention Center, as well as the Holiday Inn of Miami Springs.

**William Houghtaling** has been appointed general manager of the Holiday Inn resort at Freeport in the Bahamas. The announcement was made by John B. Smith, division vice president and Caribbean district director for Holiday Inns, Inc.'s food and lodging division. Houghtaling will assume operational responsibility for the 600-room resort on Grand Bahama Island.

• • •

The Toledo Industrial Recreation and Employee Services Council (TIRES), has elected its officers for 1976. They are:

**President: Ann Johnson**, Employee relations, Ohio Bell

**Vice President: Dr. Steven L. Ranck**, Department of Recreation and Leisure, Toledo University

**Recording Secretary: Betty Askey**, Personnel Department, Riverside Hospital

**Treasurer: Mary Kepes**, Services Employee, Sun Oil Company

**NIRA Council Delegate: Al Ward**, Personnel, Owens Corning Corporation

**Executive Director: Mel Byers**, Owens-Illinois, retired

• • •

**David Falor**, formerly general sales manager for Loews Hotels, has been named vice president and director of sales for Americana Hotels. The announcement was made by Michael A. Leven, Americana's new senior vice president of marketing.

• • •

From Ramada Inns comes news that **Tom McDonald**, general manager for the Royal Caribbean Hotel in Montego Bay, has been promoted to regional director for Ramada Inns. McDonald will be succeeded by a former general manager of the Jamaica Playboy Club, **Robert Gregor**.

• • •

**Mike Doherty** has been appointed director of marketing for Doubletree Inns, Inc. Doherty came to Doubletree from the marketing division of Marriott Hotels in Washington, D.C.

• • •



**Chester R. Glenn** ended thirty-one years of service to the McDonnell Douglas Corporation at the end of January, 1976. During a special ceremony at the monthly meeting of the Greater Los Angeles Area Industrial Recreation Council (GLAAIRC), Glenn was presented with a plaque commemorating his many years of service and contributions to the field of industrial recreation. Pictured here are (left to right) **Dick Warner**, GLAAIRC Executive Secretary-Treasurer; **Dan Archibald**, President; Glenn; **Owen Gallogly**, First Vice President; and **Chuck Mazzapica**, Second Vice President. Glenn has been replaced as recreation director at McDonnell Douglas by **J.W. Mahlman**.

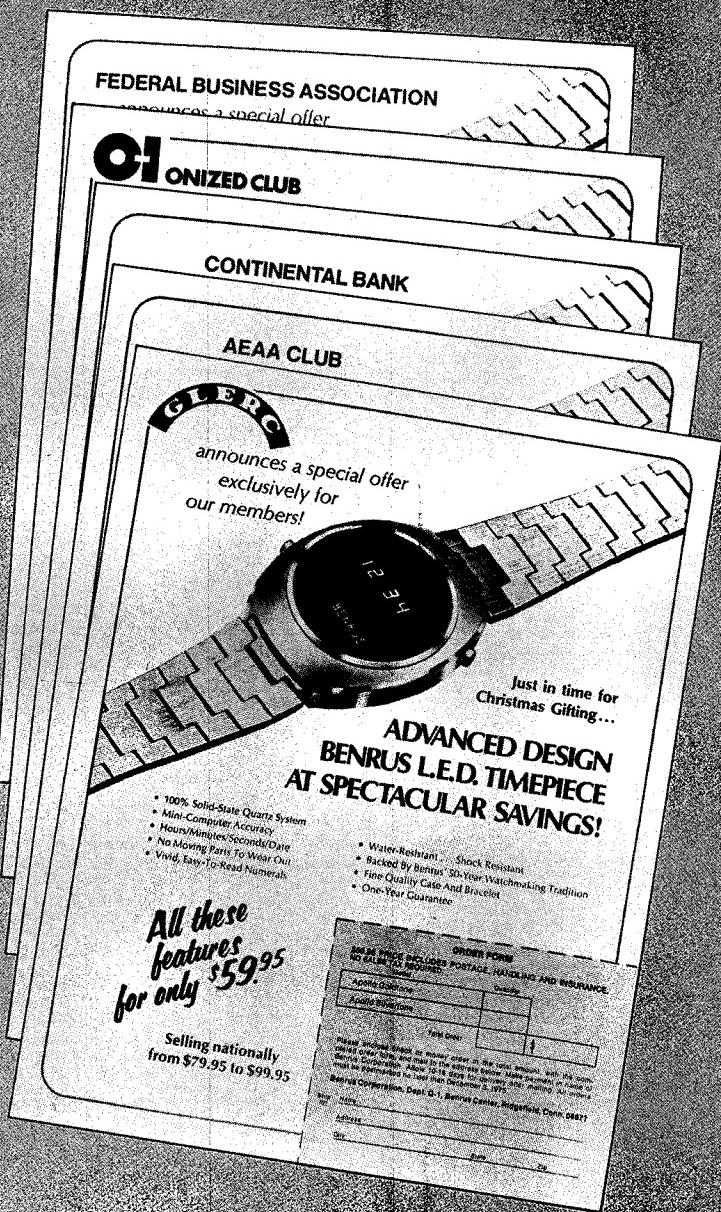
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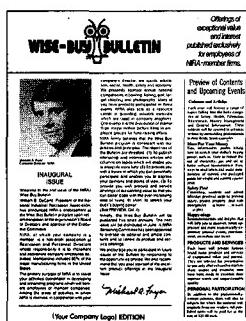
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Att: Mr. Eliot Morrison



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# company profile

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## The Retiree Group Program at Johnson Wax

" . . . one of the best  
public relations tools you can have"

WORD is out in Racine, Wisconsin that Johnson Wax, a major local employer, cares about its retirees. The company's full and varied retirees recreation program demonstrates to active and retired employees, as well as the community at large, that the company is concerned about the long-range welfare of its workers.

Retired Johnson Wax employees have only a few weeks to adjust to their new leisure before they receive personal invitations from the Recreation Section of the company's Personnel Division, asking them to participate in the monthly events of the Retiree Group Program. The letter also includes a review of recent activities, to give retirees a taste of the fun and fellowship that awaits them.

"In the past few years," **Sue Stindle**, Retiree Program Coordinator said recently, "there have been very few who haven't responded."

Johnson Wax's retiree program began officially in 1972, when management gave the Recreation Section, under the direction of Manager **Dick Wilsman**, the responsibility for organizing a recreation/services program for retired employees. Management saw the program as one way to fulfill its social responsibility while demonstrating its gratitude to workers who had helped the company prosper. According to Stindle,

the move was consistent with a family feeling traditionally prevalent at Johnson Wax.

"We're a family-owned business," she explained. "We have the fourth generation of Johnsons here. The program is a way of showing we care about the retirees. In fact, that's why we have recreation in the first place."

Wilsman and Stindle take the needs of their retiree participants seriously. In addition to welcoming them at all regularly-scheduled employee activities, they work with an appointed Retirees Advisory Committee to develop an interesting program especially for former employees.

Usually, the cold and snowy months of January and February are reserved for morning film shows. The retirees gather at a company facility for a feature comedy chosen by the Advisory Committee, then move to the company cafeteria for a "Dutch treat" luncheon. March through June hold a series of outings to points of local interest. Outings into the Wisconsin countryside or to nearby Milwaukee and Chicago usually draw 50-75 retirees and their guests. They tour museums, visit parks, and attend musical comedies, among other activities. Armstrong Park in July and August is the site of the retirees' favorite events: two massive picnics,

catered by the company's food service staff. The picnics easily draw 200 retirees and their guests. During September, many retirees and their spouses consider vacationing in a rustic company-owned resort in northern Wisconsin. Later fall usually includes another trip or outing, while December is reserved for the seasonal holiday party. For most functions, the retirees and the company share expenses equally.

Part of the success of Johnson Wax's program is due to the regular publicity of events and the efforts of recreation professionals to see that retirees feel welcome at their "alma mater". Credit is due, too, for the involvement of concerned retirees whose ideas and support keep the program relevant and interesting.

"They really appreciate it," said Coordinator Stindle of the retirees. "On trips, people will come up to me and say, 'I never thought I'd have a chance to do this.' Without it, they'd probably be at home, watching TV."

Absolutely essential to a successful retirees program, Stindle believes, is the support of concerned management people.

"They have to have that caring attitude to begin with," she admitted.

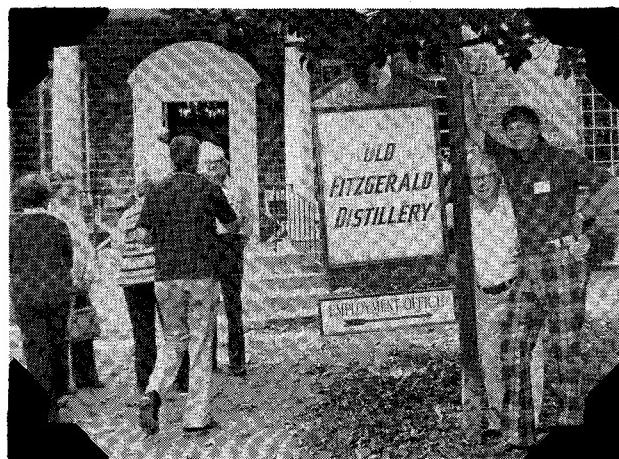
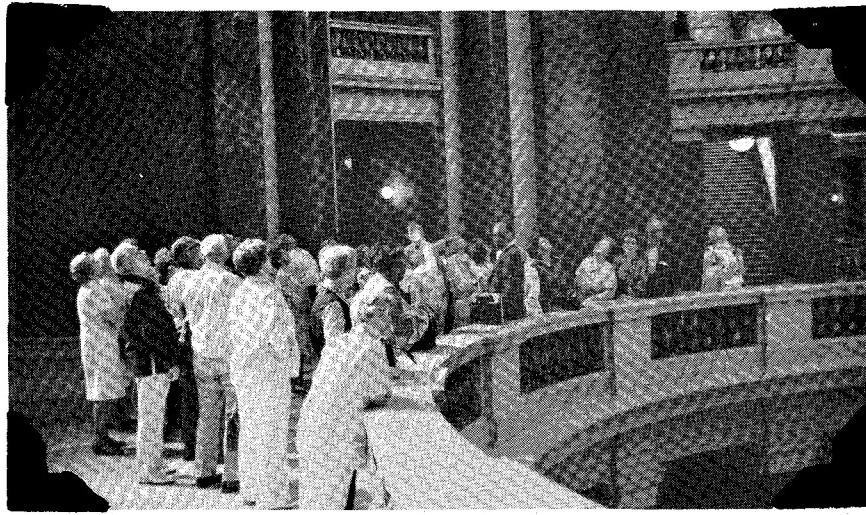
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continued  
on page 22

# Johnson retirees keep a photo album

. . . of their activities. Each month, someone takes out the album and relives earlier get-togethers.

Pictured here, counter-clockwise from top: an overnight trip to the state capital in Madison; a picnic at Armstrong Park; a boat trip around Lake Geneva, Wis., with Sue Stindle in front, second from left; an overnight trip to Louisville, Ky., with Dick Wilsman, right, at the Old Fitzgerald distillery.



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## Johnson Wax continued

"But if they have even half an idea that it is a good idea, you have a chance."

Aside from an altruistic argument, however sound, she added, recreation directors can justify retirees programs for employee and public relations purposes alone. For active employees, Stindle said, "it [the retirees program] provides a kind of security. They think that if the company still cares about the retirees' welfare, then it will also care for them when they retire."

A retiree program such as the one at Johnson Wax, and scores of other NIRA companies, may be one of the subtlest and least expensive vehicles for good community relations.

"The retirees really do talk about it with their friends and neighbors," reported Stindle. "They talk about all the things the company is doing for them. What we spend [on the retirees program] is nothing — just a

few thousand dollars a year. It must be one of the best public relations tools you can have."

Johnson Wax is as sold on the value of its retirees program as the retirees are themselves. Ironically, the program also helps build a solid work force for the future. Good community relations and the referrals of grateful retirees help recruit applicants who are more likely to begin their careers at Johnson with a positive image of the company and its long-range concern for their welfare. □

**Our thanks to Dick Wilsman and Sue Stindle for their help in providing information and photos for this cover story.**

Delegates to the 1976 NIRA Conference and Exhibit in Milwaukee, May 21-25, will spend a casual afternoon at Johnson Wax's Armstrong Park for a picnic luncheon and educational sessions.

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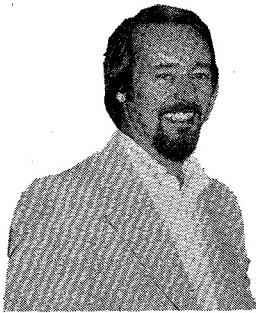
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# How to start an IRC in your community

The case history of a handful of NIRA members who built one of the nation's largest Industrial Recreation Councils in little more than a year



by  
**Richard M.  
Brown**

**D**OES your city have an industrial Recreation Council (IRC)? There are only about two dozen IRC's in the entire United States to date. The concept offers such valuable benefits to recreation directors and the employees they serve that the number is bound to grow in the very near future.

## WHY HAVE A COUNCIL?

I would like to tell you about a Council formed in the Dallas-Ft. Worth Metroplex area in late 1974: why it was formed, how it was organized, what it has done for its members, and how it plans to grow in the future. From this, I hope you will be able to see how the Council concept fills a need for many companies. It enables them to expand and extend their programs while offering their recreation leaders a local forum for continuing education and upgraded professionalism. There are many of us on the NIRA Board of Directors who are excited about the future of IRC's. We see them as natural extensions of NIRA and its services beyond the national and regional scope into meaningful, active, local organizations. A Council, too, can provide a valuable

service to individuals and companies who cannot otherwise be active in the national organization.

The Industrial Recreation Council idea is not new. Some Councils have been in existence for more than 50 years. A number of these, however, are organized under the auspices of community parks and recreation departments and are involved primarily with the conduct of industrial athletic leagues and tournaments. A Council can satisfy a much wider range of needs, both for the recreation leader and for the employees s/he serves. This is the end toward which the Dallas-Ft. Worth Metroplex Recreation Council (MRC) was formed. Its "case history" may help others who are interested in forming their own Councils.

## A CORE OF LEADERS

The MRC began with a chance meeting of the author and two other industrial recreation directors — **Mark Armstrong** of Xerox Corporation, Dallas, and **Jerre Yoder** from General Dynamics Recreation Association of Ft. Worth, Texas — at the 1974 NIRA National Conference and Exhibit in Atlanta, Georgia. We had met and talked with one another earlier; but the 1974 Conference served as a catalyst for our very active cooperation since that time. Our discussions over those few days indicated a mutual concern about building NIRA membership in the southwest U.S., and particularly in Texas. We were all especially interested in a Conference panel discussion entitled "How to Start or Further Develop an Industrial Recreation Council in Your City." The

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**MRC's 1974-75 Board of Directors, from left:**  
**Richard Brown, Texas Instruments; Jim Ragsdale, Federal Business Association; Lillian Hart, E-Systems; Mark Armstrong, Xerox; John Benyak, Varo Semiconductor; Boyd Rosser, Mostek; Dave Hoel, Recognition Equipment; Jerre Yoder, General Dynamics.**



speakers represented Councils in Burbank, California; Milwaukee, Wisconsin; Rockford, Illinois; and Detroit, Michigan. Suddenly, our objective became clear. What we really wanted was more recreation activity in our area. The Council idea looked like the ideal vehicle to promote such a program.

Several meetings between the three of us followed upon our return to Texas. We decided to form a Dallas-Ft. Worth Council. Since we were undecided about how best to organize, we looked to our fellow NIRA members for examples. With the help of the NIRA national office, we obtained the names and addresses of the principal officers for about twelve existing Councils in various areas of the United States. They were very helpful in providing sample brochures, constitutions, bylaws, handbooks, and promotional materials. At about the same time, we happened to discuss what we were doing with Tony Guion, newly appointed Director of Marketing for Lion Country Safari in Grand Prairie, Texas. He had moved from Lion Country's park in California where he had worked with several west coast Councils. He and Lion Country volunteered their services and facilities to help us with an organizational meeting.

## CHOOSING THE BEST APPROACH

Next, the real work and brain-storming began. Should we call an organizational meeting and present what, at that point, was a rather vague concept and give every-

one present the opportunity to develop it? As we talked about this approach, it became clear that it would only delay formal organization and cause the Council to flounder at a time when it could least afford indirection.

In order to impose some initial order on the IRC, the three of us wrote a "prospectus" which described our ideas of what the Council should be, who it was to include, what its purposes and potential programs would be, and which activities and services it would offer. We studied the materials which other Councils had sent us. On the basis of these examples, we wrote an interim constitution and bylaws. We even chose a name: Metroplex Recreation Council (MRC) and decided on a logo.

Choosing the Council name was probably the hardest decision. Anyone who knows the Dallas-Ft. Worth area understands the rivalry which exists between the two cities. Should we call the group the Dallas-Ft. Worth Industrial Recreation Council (DFWIRC) or the Ft. Worth-Dallas Industrial Recreation Council (FWDIRC)? The name required too many initials in either case, so the argument was settled by use of the federal term for this entire North Central Texas population center.

One point upon which we all agreed was that the Council and all of its members would be affiliated with NIRA. This was easily facilitated by the special \$10.00 Council affiliation membership category recently approved by NIRA. By joining NIRA, all of our members could become familiar with the Association through its publications and could take advantage of the many benefits and services available to them and their employees.

## ORGANIZING THE MEMBERSHIP

Now we were ready to go. The Dallas and Ft. Worth Chambers of Commerce provided us with the names of all companies in the area with over 500 employees. We divided the list between the three of us and began telephoning potential members. The phone work was time-consuming. It was necessary, though, to describe in a personal way what we were trying to do and to get immediate commitments from interested contacts. In every company, we tried to talk with the personnel director and/or the president of the employee club, if one existed. We were very pleasantly surprised to find that there was already a considerable amount of employee recreation activity in the area and that there were many people interested in organizing recreation in their companies.

Every person who expressed interest in joining the Council received an invitation to attend the organizational meeting, and to bring one or two associates. Formal invitations were mailed to the same people about a week before the meeting.

Our organizational efforts were rewarded. Over thirty companies were represented at the initial meeting. The prospectus and interim constitution and bylaws were presented and approved. The Metroplex Industrial Recreation Council now actually existed! A pleasant evening was had by all, thanks in large part to the complimentary cocktail hour, dinner, and hospitality of our hosts from Lion Country Safari. We were off to a good start.

The second meeting, a month later, was hosted by another potential associate member, Seven Seas, Inc., a major amusement attraction in the area. Our objectives for that meeting were three:

- 1) Elect a board of directors
- 2) Accept membership applications and dues
- 3) Reinforce the concept of an IRC

Good attendance at this meeting was essential. The complimentary cocktails and dinner again helped. Door prizes were awarded (only paid members were eligible). We came out of the meeting with over twenty-five paid members and a scared, but enthusiastic, board of directors.

## THE FIRST YEAR

1975 was an active year for the MRC. Its membership grew to seventy-five companies, representing over 130,000 employees, and nineteen local associate members. Associate membership's are available to recreation suppliers, professional athletic teams, travel agencies, and sporting goods companies. Associates' involvement, including frequent discounts to our members' employees, constitute a valuable Council service.

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# A sport for all seasons. Platform tennis.

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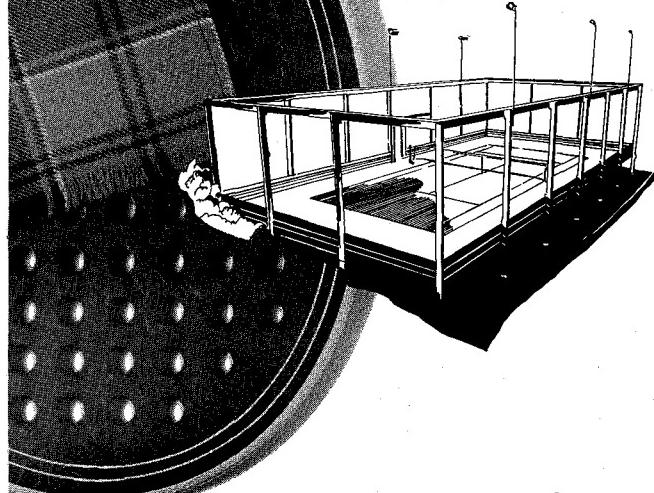
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Ten monthly meetings were held in 1975, each with an educational program designed to assist the members in organizing and managing their employee recreation activities. MRC tournaments were held in basketball, volleyball, softball, tennis, and bridge. A wide variety of discount ticket and product offerings were made available for our members to pass along to their employees. At the same time — and perhaps most importantly — the Council provided a new means of social contact for recreation directors and a medium through which they could exchange ideas.

The year was not without its problems, false starts, and disappointments. Most of these were caused by the Council's rapid growth and its still-present need to find its way and develop its character. One of the first questions we addressed was the determination of the Council's relationship to community recreation departments. Although we want and need cooperation from the government sector, the Council's primary purpose is to foster *industrial* recreation programs and services. For this reason, we felt that the leadership and organization of the Council should not be centered in a community parks and recreation department. We have invited our municipal colleagues to attend the Council meetings and become members. Several have done so. The heads of several local parks and recreation departments did, in fact, make up a panel at a recent meeting to explore the subject of mutual cooperation between the public and private sectors. We feel that our respective programs and facilities can and should enhance one another in order to address the total recreational needs of the community.

A similar question arose in discussion of which types of organizations should be offered regular Council membership. "Industrial Recreation", as we all know, is something of a misnomer. "Employee recreation and services" more adequately describes our work. We decided, therefore, that any public or private business as well as any organization representing employees should be eligible for membership. Thus far, no union has applied for membership; but we see no reason why one would not be eligible to join the Council.

Associate membership has also been important to the Council. Many valuable offerings to our employees come from associates whose primary purpose for belonging to the Council is to further their own business interests. One of the Council directors is elected by the associate membership. Having this group as an integral part of the organization allows us to understand one another's needs and tailor programs for our mutual benefit. The Council board of directors votes on acceptance of each associate member's application and thereby ensures that it is of benefit to the Council.

## LOOKING TO THE FUTURE

With a strong first year, the MRC hopes to build a steady future. The organization has grown so fast that the task of volunteer management has become nearly overwhelming. We have not been able to devote the time necessary to develop all of our original ideas. We think that we found the solution to that problem in the appointment of a fulltime executive director in January,

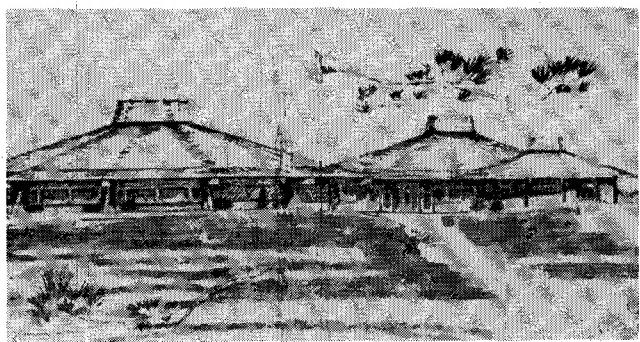
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1976. The terms of the MRC's contract with the director, Curt Mayhood, call for him to set up an official office and to provide designated services and programs for the Council. These services include management of product and ticket discounts, development of group travel programs, and assistance in the areas of membership promotion and communications. His compensation is derived from negotiated commissions paid by the associates whose goods and services are offered through the Council to the member companies' employees. With Mayhood's addition, we expect to be able to expand the Council's discount ticket program to include virtually all major attractions in the Dallas-Ft. Worth area. A group travel program has been designed by several of our associate travel agents. The travel service is especially important to some of the smaller companies represented in the group since, alone, they have been unable to develop travel programs.

Since the workload on the volunteer board of directors has been lightened, we can devote our attentions to other projects. The Council conducted a very successful athletic tournament in 1975. It is now our intention to develop MRC leagues in 1976. A reference library as well as a consultation and resource service will be developed to assist member companies in starting or expanding their programs. This year will also mark the beginning of a conference and workshop program. Our intention is to begin by holding several one-day workshops to help members develop their knowledge and skills in recreation administration.

The second version of a MRC publication began in March. This tabloid, called "MRC Pastimes," will be distributed free of charge to the employees of member companies. It will act as a communications vehicle for MRC happenings and offerings and will feature information and articles on local entertainment, sporting events, tours, and hobbies. The publication will be self-supporting, with all production and distribution costs covered by advertising income.

Last, but not least, is an MRC project which will not be completed for two years. The Council's bid has been accepted for the NIRA Conference and Exhibit to be held in Dallas in May, 1978. We are actively working with the headquarters staff on arrangements for the Conference and look forward to hosting our fellow NIRA members for a week of education, fun and southern hospitality. □

**Dick Brown is General Manager of the Texins Association at Texas Instruments, Inc., Dallas. He is also Treasurer of NIRA and Past President of the Metroplex Recreation Council.**

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The "Wise-Buy" program includes a special newsletter, published five times per year, which details new merchandise offerings. The newsletter also includes news and feature items of general interest in health, education, safety, recreation, and gifts. The newsletter will be shipped to you, at no cost, to be distributed free to your employees.

### **Who administers the program?**

"Wise-Buy" is the new development of Direct Marketing Associates (DMA), a New York-based firm headed by experienced marketing professional Richard J. Morrison. DMA arranges with top manufacturers to provide "Wise-Buy" members with quality products at the lowest possible price. In addition to the "Wise-Buy" newsletter, DMA supplies you with promotional materials and any other information or help you require.

### **How can I be sure of quality?**

Of course, the offering of name brand merchandise will earn the confidence of both you and your employees. You have the added assurance of NIR's direct involvement in the administration of the "Wise-Buy" program. Although the leg work will be handled

by DMA, a special governing board of NIR members will oversee the program. DMA's offerings of merchandise as well as its newsletter will be approved by the Board. Members will be appointed by the NIR President, Bill DeCarlo and serve in the interests of their fellow members.

### **What do I have to do?**

With most recreation directors already taxed to the limit for time, this is a serious consideration with any program as far-reaching as "Wise-Buy." For this reason, DMA and NIR have assumed virtually all of the administrative responsibilities for the program. All you have to do is distribute the "Wise-Buy" newsletter — by including it with the recreation or company newspaper, by stuffing it in payroll envelopes, or by whatever means are most effective for your organization. Of course, the newsletters constitute ready-made publicity for your recreation program in general (they may even display your company logo) and serve as a constant reminder of your service to the employees.

You will not be bothered with the details and paperwork of taking orders, collecting money, or distributing merchandise. Your employees will deal directly with DMA. Naturally, you will want to monitor the success of the program and direct any questions and suggestions to NIR or DMA for prompt attention.

### **Can we share the "Wise-Buy" profits?**

Of course! If your recreation organization is in a position to accept a commission from the sales of "Wise-Buy" merchandise, DMA will arrange to have 1/2% of your company's gross sales remitted to your organization. This return will more than offset your modest costs for the program and make it effectively cost-free.

### **How can I learn more about "Wise-Buy"?**

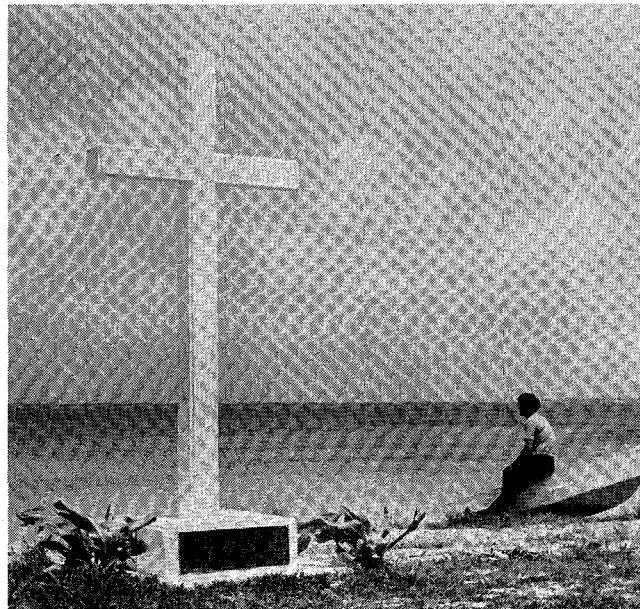
First of all, circle **Reader Service Card No. 3**. Then watch for more information from NIR on this latest employee service. □

# travel spotlight



Nassau Harbor

**The Bahamas**  
Columbus' discovery  
is still a winner with visitors



**A white cross marks the beach on the Bahamian island of San Salvador where Columbus first set foot in America.**

**T**HE next company trip is to the Bahamas!

That news alone, whether publicized in the company newspaper or spread by word-of-mouth, is usually enough to bring a continuous stream of excited employees to the recreation director's office. The mention of the Bahamas awakens dreams of balmy sea breezes, warm winter sun, and exciting street festivals. Despite their well-deserved reputation as a modern escape paradise for Americans, however, the 700 Bahama islands have also been a part of American history from the very beginning.

## **Columbus was first**

Christopher Columbus thought he had reached the eastern fringes of Asia when he landed on a quiet island in October of 1492. He named the spot of land San Salvador (no relation to the Central American city of the same name). Within twenty years, many of the native Arawak Indians had been shipped as slaves to places we now know as Cuba, Haiti, and the Dominican Republic.

During the seventeenth and eighteenth centuries, pirates used the shallow seas and infinite island sanctuaries of the Bahamas as hideouts, until they were driven off by the first British governor in 1718. The United States even controlled the Bahamas for one day, in 1776,

when a revolutionary naval squadron captured Nassau. The Americans took the British governor and his attorney general as hostages before leaving the area. The American Civil War brought prosperity to the Bahamas, as the islands supplied the southern cause with ammunition and medical supplies. Later, southern planters fled with their slaves to the Bahamas—hoping to revive the old plantation life which the war had destroyed. Later, during national prohibition, American rum-runners traded in the spirits from Bahamian ports.

In 1973, after centuries of colonial British rule, the Bahamas became a nation. Summer visitors on the islands can see the Bahamians celebrate their Independence Day, July 10.

## **Visitors' rediscovery**

Each year, over 1,300,000 visitors come to enjoy the Bahamas. Easily accessible, the closest of the islands lies just off the eastern coast of Florida. From there, the islands and cays (pronounced "keys") arc southward over 750 miles of the Atlantic, across the Tropic of Cancer. The climate is ideal throughout the year. Temperatures from December through April average in the low seventies. During the summer months, average temperatures may reach into the low eighties. Summer and early autumn see the greatest amount of rainfall, usually in brief, intense showers. Winter is dramatically drier.

Most popular of the Bahamian tourist centers are Nassau and Freeport. Nassau retains the marks of its colonial past, in old mansions and forts. Freeport is a modern, glittering town, ripe for shopping and entertainment.

## **Historical Nassau**

In Nassau, near the harbor, visitors will find the largest straw market in the world. There, local weavers fashion world-famous straw hats, handbags, dolls, and wall hangings. Nassau is also a good place to shop for bargains in French perfumes, European woolens, watches and jewelry, as well as china and crystal. The dazzling gaming world of Paradise Island lies just outside Nassau harbor. Over 20,000 square feet of gambling floors offer games of chance from noon until the early morning hours.



Whether they seek colonial history, bargain shopping, or exciting nightlife, visitors to the Bahamas find what they want. Counterclockwise from above: the Queen's Staircase, in Nassau since 1 1793; Freeport's International Bazaar, a shopper's delight; and Goombay performers, part of the Bahamas' summer festival.

continued on following page

Nassau is a treasure ground of the colonial American past. The old Government House, atop a Nassau hill, was built between 1801 and 1803 as a home for the royal British governor. It still houses the Queen's personal representative. Woodes Rogers Walk, along the sea front, meanders past local fishermen at work. The Queen's Staircase in Nassau, 102 feet high, contains 66 steps — one for each year of Queen Victoria's reign. At the top of the Staircase, visitors may tour old Fort Fincastle, built in 1973, one of the many fortifications which still dot the Bahamas. From a perch atop a nearby water tower, visitors have a panaoramic vista of Nassau and its harbor. For those who are hooked on old forts, Nassau also offers Fort Montagu, which dates to 1742, and Fort Charlotte which was completed in 1789. Fort Charlotte presents a sight and sound trip back into history, for an eerie brush with the Bahamas' romantic and rugged past.

## Modern Freeport

In contrast with old Nassau, Freeport is barely two decades old. Created as a shoppers' and vacationers' paradise, the new city beckons to nearby American tourists from Grand Bahama Island. Its galaxy of attractions ranges from one of the longest, prettiest beaches in the Bahamas to a shopping-dining complex designed by a Hollywood special effects expert. The area also offers six championship golf courses and numerous other sporting options.

The International Bazaar, in the hub of the resort center, includes shopping sections reminiscent of Scandinavia, the Near East, Spain, Hong Kong, Central America, and other international ports. Bargain buys in perfumes, cameras, jewelry, linens, crystal, and china tempt the tourist. Freeport, too, has its own straw market. The Bazaar itself is styled in an Oriental vein, with a Chinese red "Torii Shrine Gate" across its entrance. Behind the Bazaar lies El Casino, the focal point for Freeport's swinging nightlife.

## Boundless recreation

In Nassau, Freeport, and throughout the Bahamas, a smorgasbord of recreation and relaxation awaits the visitor. The islands are famous for colorful street festivals, both summer and winter. From June through August, Bahamians celebrate Goombay, a relatively new festival calculated to attract and enchant visitors. Every week in Nassau and Freeport there are exciting Goombay parades, complete with "jump-in" dancing, a kind of Bahamian snow-ball mixer. The colorful summer gala

features dancing, music, parties, and general celebration throughout the islands.

In winter, the Christmas week Junkanoo plunges the Bahamas into a holiday festival similar to the New Orleans Mardi Gras or the Carnival in Rio. In Nassau and Freeport, New Year's Day begins with a parade of revelers in colorful costumes, snaking through the streets as the sun rises.

The sports-minded, too, will love the Bahamas. Fifteen first-rate 18-hole golf courses as well as the lovely winter weather make the islands the golfer's paradise. Excellent tennis courts are open for the guests of the better hotels. Swimming is delightful in the clearest water many visitors will ever have seen. Reefs all around the Bahamas make the area ideal for snorklers and scuba divers. For non-swimmers, glass-bottomed boats afford breath-taking undersea views. In many places throughout the islands, tourists may hire bicycles, scooters, cars, and even surries. (Remind drivers to stay to the left.) Deep sea fishing and island-hopping have long been popular with tourists are easy to arrange with local outfitters.

Of course, even with all the activities available, some of your employees will come to the Bahamas simply to unwind — to walk along one of the scores of clean beaches and lie under the warm sun. For them, the Bahamas will be remembered as the perfect escape . . . and perhaps that is one of the more important benefits from any travel program you can offer. □

**Our thanks to Jerry Lawrence of the Bahamas Tourist Office for supplying the information and photos for this month's Travel Spotlight.**

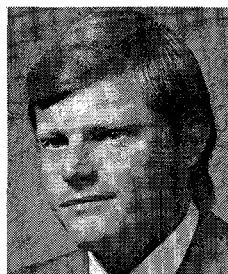


**For more information  
on travel to the Bahamas,  
circle Reader Service Card No. 17**

**Constructive Comments**

## Air structures expand to meet your needs

by **Anthony W. Kotz**  
**Kotz & Schneider**  
**Land and Recreation**  
**Planning & Design**  
**Syracuse, N.Y.**



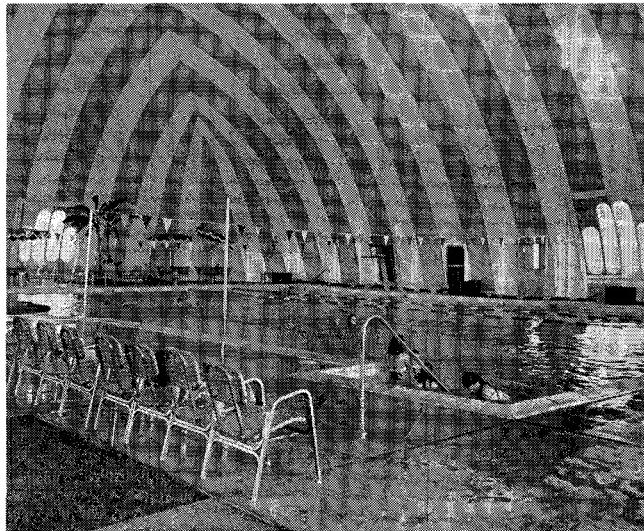
**W**E are often asked questions about enclosing tennis courts, swimming pools, ice rinks, and other large facilities, with air supported structures. This is an interesting approach with many applications.

There are several types of air supported structures for spanning large clear areas. Most are made of fabric reinforced by cables and supported by forced air.

Air supported structures can provide quick, inexpensive cover for temporary, seasonal, or permanent use. Installations can be portable, so they can be moved as your needs change. When equipped with indirect lighting, the structures produce very even light distribution. Initial costs are low. We have been quoted prices of from \$3 to \$8 per square foot, which is a fraction of the cost of a similar permanent building.

There are disadvantages. The fabric can be torn, so surveillance is needed to spot damage for prompt repair. A power failure could stop the blowers which give the fabric its support. A back-up source is necessary for these times. Be sure to check local building codes and other regulations before you purchase an air supported structure to be sure you'll have no problem getting your plans approved.

If you need an "instant", inexpensive shelter — permanent or portable — an air supported structure might be your answer. Shop around, though. There are many on the market and prices vary with quality and features.



This sunny indoor pool area is sheltered by an air-supported structure.

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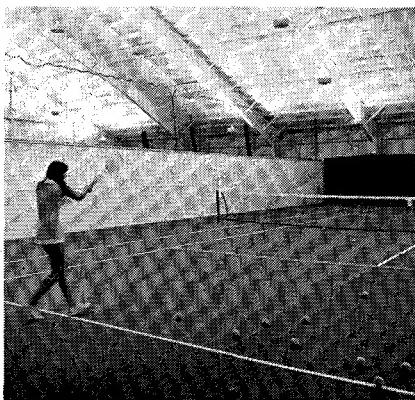
# new products



## Permanent marker

Land, marine, and air sporting enthusiasts can quickly mark and identify their wearing apparel and equipment permanently with black or white opaque ink from a ball point tube pen. The marker writes on any surface, on every kind of fabric, and on metal. The marks withstand cleaning: they will not rub, wash, or bleach out; chip, peel, or fade. Available in two sizes.

CIRCLE READER SERVICE CARD NO. 5



## Synthetic surface

This roll-up tennis court takes only 35 minutes to set up, according to the manufacturer. The complete court weighs 1,900 lbs. and is shipped rolled up on plastic cores six feet in width. No line restriping is required between uses. Like carpet, it must be vacuumed; but, unlike carpet, it doesn't scuff and wear out quickly. Color will not glare, regardless of lighting. The carpet/court is rolled out and lined up for use. Occasional cleanings by scrubbing, hosing, or machine action are necessary.

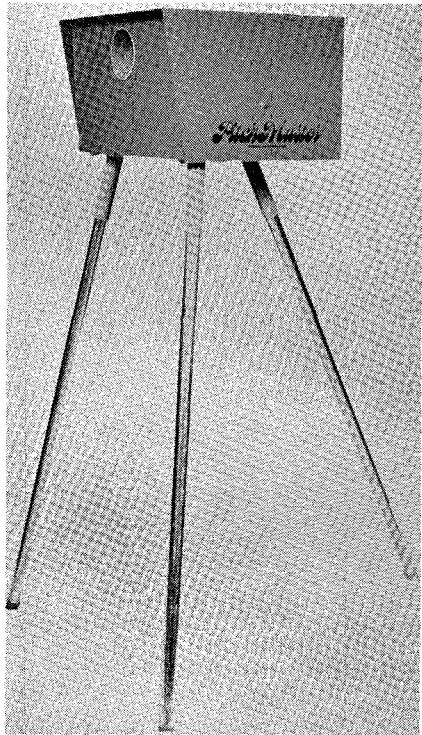
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## Portable boat

Unfold this surfboard-shaped package and it becomes a four-passenger boat. Its fold-flat feature makes the 9-ft. long boat easy to haul on the top of even a sub-compact car, or along the side of a camper or motorhome. Unlike most inflatables, the portable boat is ready to float in less than a minute. The boat weighs in at only 49 lbs., yet will hold a family of four (650-lb. capacity). It floats in just four inches of water. A positive floatation system makes the little craft virtually unsinkable. A small, thrifty outboard motor will propel it for up to 8 hours on less than a gallon of gas.

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## Ball-pitching machine

This lightweight, portable pitching machine is designed for use indoors or out. According to the manufacturer, the pitcher improves batting skills for players of all ages. The machine can be set up virtually anywhere, so that regular practice can continue on the diamond. Any standard 110-volt outlet will provide power. Ball speed can be regulated by a control switch on the unit. Uses a high-impact plastic ball, virtually eliminating injury to even the most inexperienced player. Available at a discount to teams.

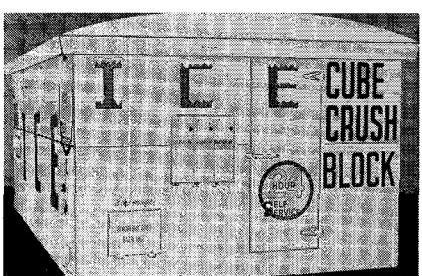
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## Tent climber

Kids will enjoy climbing on it and making a tent-like "fort" with it. This simple unit is designed with an inward slant for climbing security. Its limited-movement network adjusts to the weight and motions of young climbers. The tent climber can be installed on virtually any surface and is practically maintenance-free. It stands 7 ft., 8-in. high and occupies about 72 sq. ft. It is available with a number of interchangeable constructions, with steel tube or timber pylons, and with either solid bronze or economical aluminum connective rings. A tarpaulin or blanket thrown over the top of the tent sketetan turns the climbing set into a spacious playhouse.

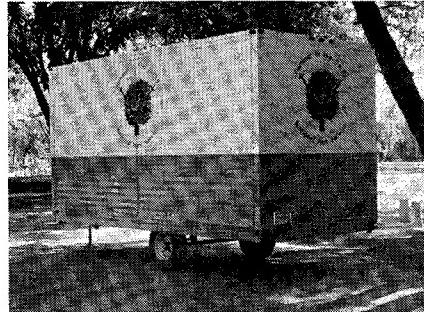
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## Ice vendor

Employees will appreciate the convenience of ice near the ball field, at the picnic ground, or on the company camping site. This ice vending machine supplies block, cube, or crushed ice. It measures 8 x 16 ft. (larger models are available). Ice is ready 24 hours each day, at a fraction of retail prices. The manufacturer supplies full operating instructions, placement suggestions, and more.

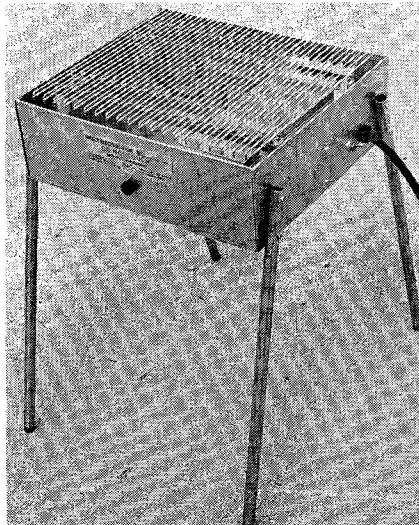
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### Portable stage

Pictured above is one of the many models of this mobile stage. The unit allows you to carry the show — whatever it may be — to your audience. Portable risers for choral groups are easily added. A generous stage floor as well as curtains and other additions of your choosing turn the trailer into a theatrical center. A fold-out ceiling can hold special lighting for evening productions. The travel stage allows you to make presentations on or off company property. Makes it possible for you to take home office shows to outlying plants. Endless possibilities exist.

**CIRCLE READER SERVICE CARD NO. 10**



### Electric fly trap

Most unpleasant for flies, but a life-saver for picnics, this portable unit lures the pests to an expedient death. The lightweight trap weighs just 12 3/4 lbs. and can be moved easily to spots where flies must be controlled. Equipped with a 7-ft. long insulated cord, the trap plugs into any standard 110/120 volt outlet. Its 20 1/2-in. long legs remove easily to allow the unit to rest on any flat surface. The trap uses an ordinary 60-watt blue bulb, plus a bait, of meat for example, to attract flies. They are electrocuted instantly upon touching the screen. Dead flies drop into a catch pan that opens for easy cleaning.

**CIRCLE READER SERVICE CARD NO. 13**



### Athletic score books

These booklets make it possible for anyone with a knowledge of the fundamentals of a game to keep a complete record of every point, out, assist, basket — or whatever. This printer has prepared scorebooks for baseball/softball, basketball, wrestling, tennis, track and field, cross-country, volleyball, hockey, and soccer. This summer, two additional books, for swimming and football scoring, will be available. The books are 8 1/2 x 11 in., and contain enough pages to span most scholastic and amateur league seasons.

**CIRCLE READER SERVICE CARD NO. 12**



### Soft blocks

Cylinders, squares, ramps, and planks in a rainbow of vinyl-covered, foam-filled forms, compose three new building sets by this manufacturer. Designed for assembly by young children into endless structural formations, the blocks are light-weight, soft-edged, and washable. The individual components can be rolled, pushed, or lifted into position for a castle, obstacle course, seating arrangement, or whatever configuration children can imagine. Starter sets are available with 14, 34, or 70 units. Additional pieces are available.

**CIRCLE READER SERVICE CARD NO. 11**



### Tennis hanger

Convenience in this one simple hanger is ideal for the tennis player. This all-in-one organizer carries racket, balls, and sweater conveniently, for either storage or travel. The sturdy bracket will hold up to three balls separately, or a canful. The tennis hanger is made of strong plastic and aluminum.

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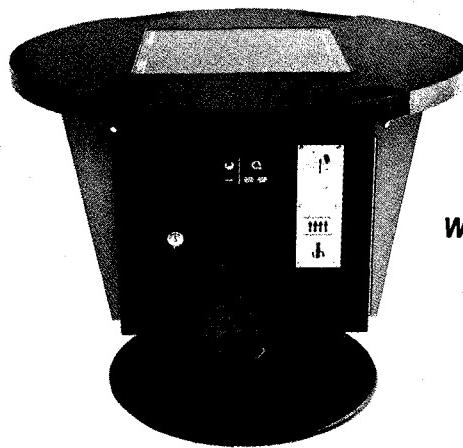
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May/June, 1976

# recreation management

# NIRA

# 76

35th Annual  
Conference  
& Exhibit

INDUSTRIAL RECREATION:  
“Life, liberty,  
and the pursuit of happiness”  
See Program, page 42

IN THIS ISSUE:  
1976 Conference Program  
New NIRA President  
Apartment recreation  
“Top Management Speaks”  
Meet Your Staff

# El Salvador



**Very close to heaven,  
yet very down to earth.**

It's the kind of a place where Mayan ruins dot the countryside and year round sunshine makes each day feel like spring.

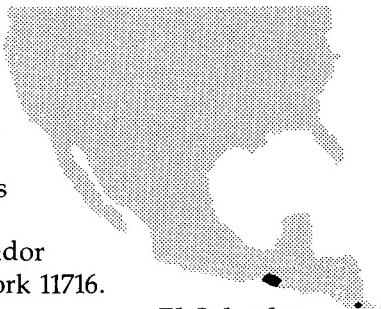
El Salvador is unspoiled and highly civilized at the same time. Its capital is bustling. Yet its beaches are serene. And towns have names like Panchimalco and Zacatecoluca.

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El Salvador

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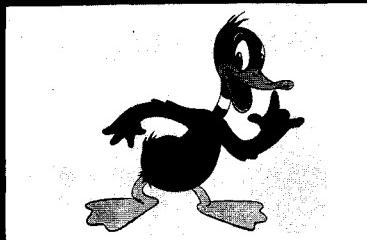
**BUGS BUNNY**



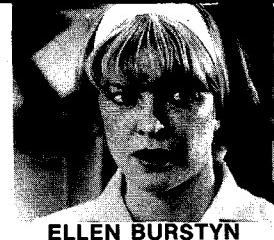
**ROBERT MITCHUM**  
(THE YAKUZA)



**LUCILLE BALL**  
(MAME)



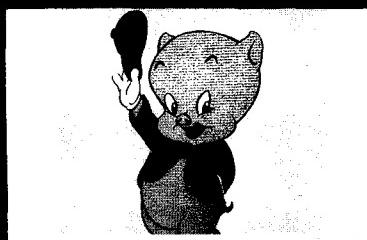
**DAFFY DUCK**



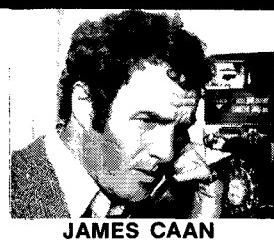
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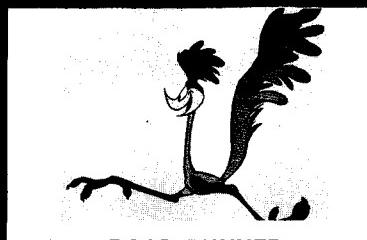
**PORKY PIG**



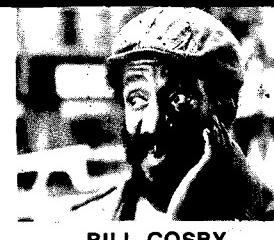
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# recreation management

Volume 19, Number 4

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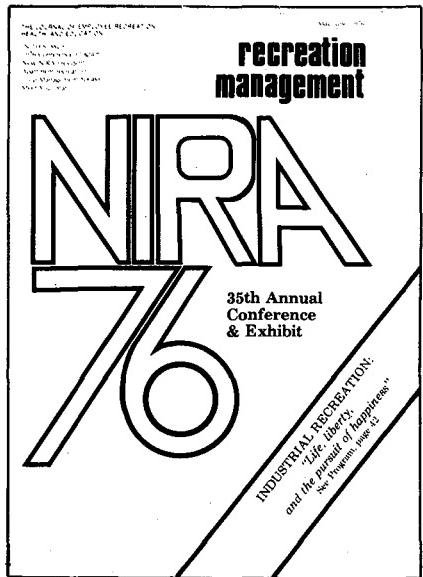
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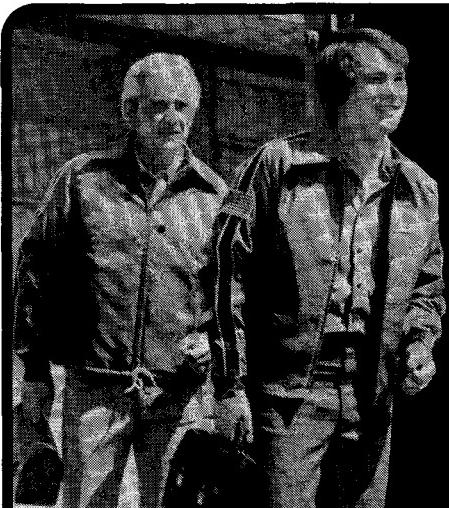
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NIRA's 35th Annual Conference and Exhibit, May 21-25 in Milwaukee, comes just weeks before the nation's 200th birthday. In the Bicentennial spirit, Conference delegates will examine the growing importance of their programs to the productivity of American business and industry and the well being of its workers.

Design by Mary Morris

next month: Fitness issue



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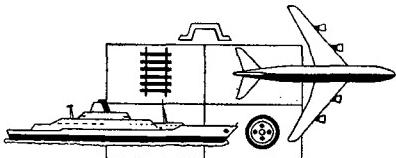
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about our members . . .

# nira news



Firestone employees work out at the "professional gym" in their newly-renovated Clubhouse.

### Firestone expands recreation facilities

The Firestone Tire & Rubber Company, a NIRa organization member in Akron, Ohio, has completed renovation and expansion of indoor recreation and exercise facilities at its employee Clubhouse.

According to Ray Kapper, supervisor of employee activities, the work more than doubled the available locker space with the opening of fully carpeted locker rooms for men and women. The expansion project also added a new employee recreation room equipped with a pool table, table tennis, and air hockey.

A 15-station "professional gym" and other workout equipment have been installed in an expanded and modernized men's exercise room. Belt exercisers, stationary bicycles, and other equipment also have

been added in a woman's fitness area.

Kapper said the new facilities have resulted in a 68% increase during the past year in participation in recreation programs among Firestone's 7,000 office and factory employees in Akron. The Clubhouse gymnasium and recreation areas are open during the day and most evenings. Admittance is free to employees. This latest expansion is part of a Clubhouse renovation program begun in 1972. The project has involved adding a new front to the four-story building, as well as new offices, and a new dining room and cafeteria area for employees. The original Clubhouse was built in 1916 as the focal point for Firestone's early progressive efforts for employee recreation.

## **Champion joins forces with Josten's**

NIRA Associate member, Champion Products, Inc., has agreed to combine with Josten's, Inc., according to a joint announcement by officers of both companies.

H. William Lurton, Chairman and President of Josten's, Inc., and Joseph P. Fox, President and Chief Executive Officer of Champion Products, Inc., announced the agreement in March. The transaction is subject to the usual examination and preparation of a formal agreement for approval by the Board of Directors and shareholders for each company.

Lurton stated that Champion would operate as a separate unit of Josten's, Inc.

"Its management and operation will continue as in the past with the company's headquarters remaining in Rochester, New York," he explained.

Champion manufactures and markets athletic uniforms, as well as physical education, campus, and camp wear for schools and recreational organizations. The company supplies several NIRA member organizations with team and imprinted sportswear.

Josten's is the nation's leading manufacturer and distributor of motivation and recognition products for schools, professional sports organizations, business, and industry. In operation for 78 years, the company is well known for its high school and college class rings, as well as graduation announcements, yearbooks, library supplies, and fashion jewelry.

Commenting on the proposed merger with Josten's, Fox noted, "We will be combining with a company which is thoroughly familiar with the markets in which we operate. The companies' product lines are complementary and the organization as a whole will be able to realize real and immediate benefits to operations from the merger."

Lurton added, "This acquisition will give Josten's further diversification into familiar and compatible

markets. Both Josten's and Champion have direct selling methods of distribution and attractive growth potential. We feel that the joining of these two organizations will strengthen the capabilities of both companies."

## **WIBC repeats leadership seminars**

The Women's International Bowling Congress (WIBC), another NIRA member, has announced its 1976 schedule for Leadership Training Seminars. The WIBC's program will begin its third season with 18 sessions of the educational service, scheduled to begin in June.

Developed by the WIBC to help local women's bowling leaders do their jobs more effectively, the leadership sessions use audio-visual aids, participant involvement, and workbook methods to emphasize important leadership techniques. Covered in the seminars are bowling rules, parliamentary procedures, the duties of officers, human relations skills, and the importance of committees.

The day-and-a-half sessions are conducted by members of the WIBC Board of Directors and WIBC field representatives. They are open to women's bowling association officers within a 200-mile radius of each seminar site. This year's seminar schedule covers these sites and dates:

- June 12-13:** Boston, Mass.; Little Rock, Ark.
- June 5-6:** Plattsburgh, N.Y.; Mobile, Ala.
- June 19-20:** Columbia, S.C.; Alexandria, Minn.
- June 26-27:** Charleston, W. Va.; Grand Island, Neb.
- July 10-11:** Evansville, Ind.; Springfield, Mo.
- July 17-18:** Wausau, Wis.; Bismarck, N.D.
- July 24-25:** Champaign, Ill.
- Aug. 7-8:** Amarillo, Tex.

**continued on following page**

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## NIRA News

continued

- Aug. 14-15:** Olympia, Wash.  
**Aug. 28-29:** San Bernadino, Calif.  
**Sept. 11-12:** Farmington, N.M.  
**Sept. 18-19:** Reno, Nev.

For more information on the WIBC Leadership Training Seminars, contact the Women's International Bowling Congress, 5301 S. 76th St., Greendale, Wis. 53129; (414) 421-9000.

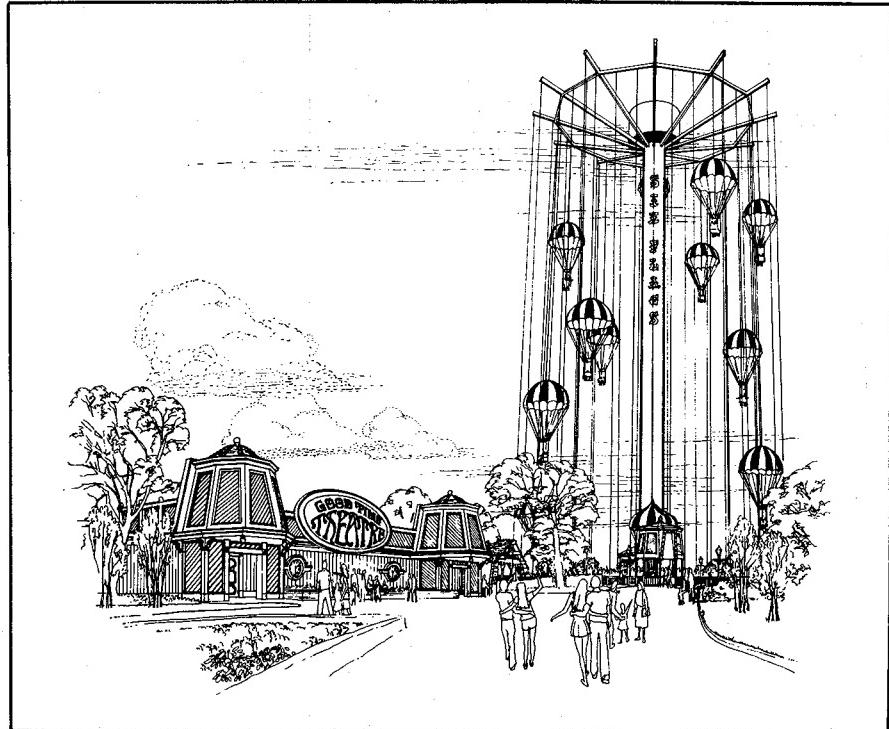
### Six Flags, Texas opens parachute

A \$1.5 million parachute ride and two major new shows opened this spring at Six Flags Over Texas. The "Texas Chute-Out" is the largest new ride to open at the NIRA-member theme park in several years. It takes riders 175 feet straight up, then immediately plummets them 35 feet straight down, giving the sensation of falling off a three-story building. Brightly colored parachutes break open and the rate of descent begins to slow for a gentle touchdown. The entire ride lasts just 28 seconds, allowing as many as 1,200 persons an hour to take a "jump".

Near the parachute ride is the former puppet theatre which has been renamed the "Good Time Theatre" and remodeled for the spring opening of "The American Pie Jamboree". The "Jamboree" takes its audience on a sweeping tour across the United States and introduces spectators to a host of wacky puppet characters. The park's major show production, "Celebrate", is staged in the remodeled Southern Palace.

Extensive remodeling has readied the park for the expected flood of Bicentennial visitors. Miniature cars at the Happy Motoring Freeway have taken on a flashy new look with flame and stripe designs, chrome wheels, and new "spoilers". The Big Bend and the Swiss Skyride have been repainted a snappy red, white, and blue.

Six Flags Over Texas is open weekends only until its fulltime opening, May 22.



Visitors' airlift: parachutists drop in at Six Flags Over Texas.

### ABC bowlers setting score records

According to a recent study by the American Bowling Congress (ABC), male bowlers are scoring higher than their predecessors of the late 50's and early 60's. The study sampled scores from the more than 125,000 leagues which comprise the ABC, a NIRA member.

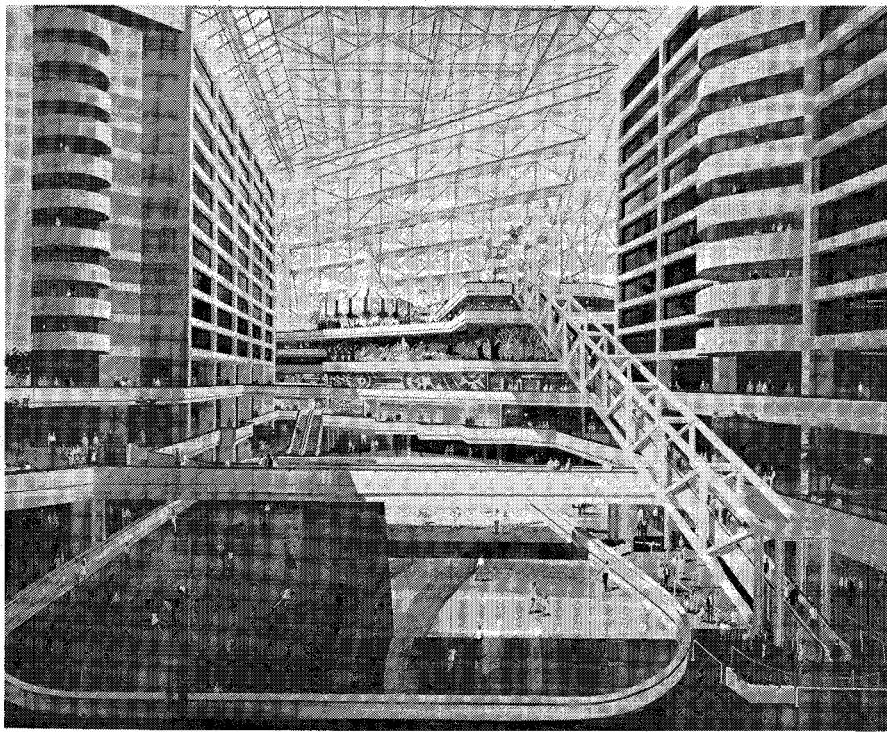
The 4.4 million men who belong to the ABC have a composite average of 157.4 a game, up 3 1/2 points over 15 years ago. Bowlers who average between 170 and 179 are more common today, the study revealed. Men in the 200+ average range are four times as common as they were 15 years ago.

The ABC cites three factors which may be responsible for the improvement in the overall statistics. Said the Council's executive secretary, Al

Matzelle, "Ever-increasing emphasis on instruction, particularly through improved techniques developed by the National Bowling Council has to be a major factor. Then, too, the continued growth of junior bowling — remember, there were only 66,000 youngsters in junior leagues two decades ago against nearly a million today — cannot be taken lightly. Nor can the fact that so many of these youngsters graduating into the adult ranks of ABC play has helped stabilize our membership since the last survey in 1961."

Since previous ABC surveys did not include questions about the ages of participants, there is no way to compare today's 38.6-year average age with the age of ABC bowlers of 15 years ago.)

	Today	15 Years Ago
Average	157.4	153.9
Median (midpoint)	158.8	155.0
Most prevalent average	162.0	157.0
170 average and up	26.4%	17.9%
140 average and below	21.4%	27.6%



Sid & Marty Krofft's high-rise fantasy opens May 26 in Atlanta.

## Sid & Marty Krofft open May 26, Atlanta

The World of Sid & Marty Krofft, a unique \$14,000,000 indoor high-rise entertainment complex located in downtown Atlanta, has announced its grand opening, May 26. The announcement came from J. Alton Alsup, President of Krofft International.

"We believe this is an entirely new concept in the entertainment/recreation industry," said Alsup. "Unlike the popular outdoor seasonal thrill ride theme parks which began 21 years ago with Disney, and which now dot the peripheries of major cities throughout the country, The World of Sid & Marty Krofft is located in the heart of the city, indoors, and operates year-round in a perfect environment."

"In addition," continued Alsup, "it doesn't require an all-day commitment to attend. Instead, it will take approximately 3-5 hours, leaving plenty of time for shopping, dining, attending sporting events, or other activities that Atlanta has in abundance. Visitors buying advance tickets may also purchase a ticket guaranteeing a parking spot right

next to our facility."

Prominent television and show producers, Sid and Marty Krofft have produced seven television programs and several specials, including "H.R. Pufnstuf" and the "Donnie and Marie Osmond Show." They have also developed rides and produced shows for Knott's Berry Farm, Busch Gardens, and several Six Flags parks.

To enter the World of Sid & Marty Krofft, visitors board the longest clear-span escalator in the world for a ride eight stories above the main concourse. Through descending terraces, visitors sample the high-rise Krofft fantasy world. A Renaissance festival reeks with live performances and comedic spoofs of an old circus. Another terrace displays a crystal carousel which floats on a cushion of air. Yet another hurls visitors through a gigantic pinball machine. The same level offers a variety of fast foods, from crepes to burgers to tacos. Another level

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## NIRA News continued

bursts forth with a lavish Bicentennial musical production titled "Celebration."

Tickets are \$5.75 for adults and \$4.25 for juniors aged three through nine. Children under three are admitted free when accompanied by a parent or guardian.

**NIRA Newsnotes** . . . Hershey-park in Hershey, Pa., has expanded its Aquatheatre and improved its Amphitheatre in anticipation of 1976 tourists. The Amphitheatre will host Hershey's own "Celebration" production, commemorating Pennsylvania's past . . . another **Holiday Inn** Trav-L-Park has opened. This one, formerly a Ramada Camp-Inn, is located in Weeki Wachee, Fla. . . . **Artists of America** has announced the signing of actor **Richard Roundtree** and the release of his new single recording of the old Drifters' hit, "This Magic Moment." Roundtree achieved national fame as the star of the "Shaft" movies . . . **Japan Airlines** set an aviation record March 17, when it

flew a standard Boeing 747 non-stop from Tokyo to New York — 7,245 statute miles. The trip took 11 hours and 30 minutes to complete . . . \$3,000,000 has gone into an extensive facelift of the **Americana Hotel** in Bal Harbour, Fla. Three-hundred deluxe guest rooms will be completely redecorated, along with entertainment dining and meeting facilities. **Lee Radziwill** has signed on to redesign a model suite for the hotel . . . **Marriott Hotels** have assumed management of two more hotels: the former Braniff Place, a 312-room facility in Tucson; and the new Stamford Marriott in Stamford, Conn. . . . **Ramada Inn**, meanwhile, announced an increase of 46 domestic and international hotels in its 1975 Annual Report. □



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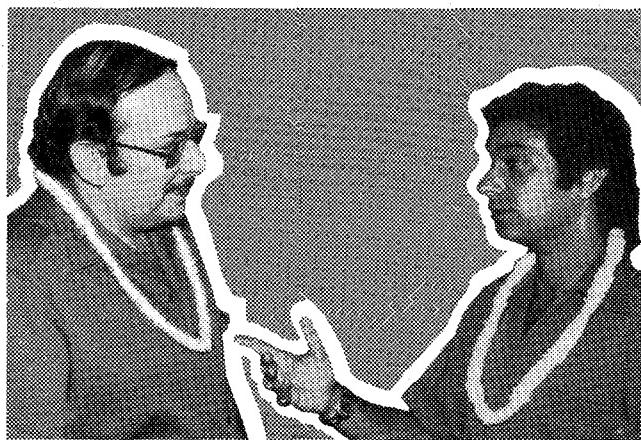


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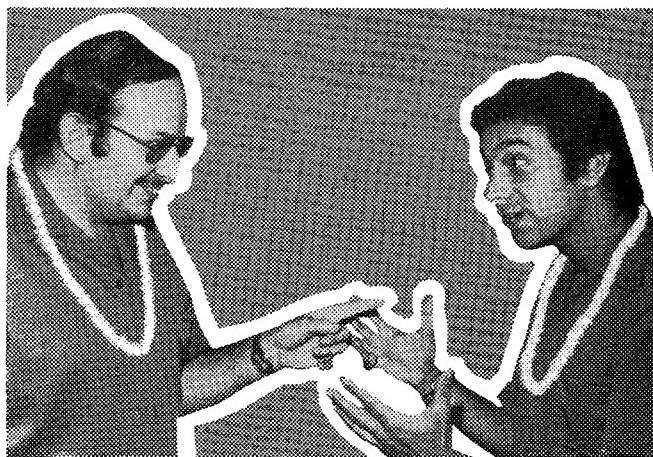
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# news in brief



## Independence bells to toll nationwide

A simultaneous, nationwide ringing of bells on July 4th will herald the country's entrance into its third century.

Communities, churches, schools, fire departments, universities, and individuals will toll bells and carillons in conjunction with the ringing of the Liberty Bell in Philadelphia at 2:00 p.m. (EDT). The time selected is exactly 200 years from the precise moment that the Liberty Bell proclaimed the independence of the new nation.

John W. Warner, Administrator of the American Revolution Bicentennial Administration (ARBA), announced the nationwide bell ringing program recently.

Said Warner, "There is great interest across the land in a symbolic national effort to commemorate our 200th anniversary and many communities have already begun planning bell-ringing ceremonies as part of their Bicentennial activities. Now we are asking all Americans to join together on this historic occasion, and let the sound of every bell in the country ring out to declare our freedom and signify our unity." He added that he hopes that Americans living and working abroad will join in the salute.

The bell-ringing will continue for two minutes in commemoration of the nation's first two centuries. Radio and television stations are being asked to broadcast the sound of bells during the period. The nationwide effort is encouraged and supported by a Senate Concurrent Resolution of the United States Congress.

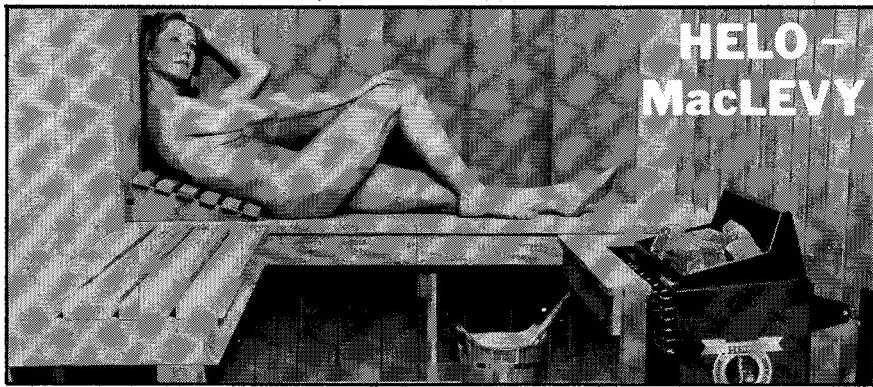
The Liberty Bell will be rung (amplified electronically because of the crack) in a symbolic national ceremony conducted by the Sons of the American Revolution at Independence National Park at 2:00 p.m., (EDT). With most of the country on daylight savings time, corresponding times are 1:00 p.m., CDT; noon, MDT; and 11:00 a.m., PDT. In Hawaii, it will be 8:00 a.m., Standard Time and in American Samoa it will be 7:00 a.m., Bering Time. Alaska stretches across four time zones from Pacific to American Samoa. In Guam, it will be 5:00 a.m., K Time, of July 5th. Puerto Rico and the Virgin Islands will be on 2:00 p.m., Atlantic Time, the 4th.

## "Public" accidents continue decline

There were approximately 23,000 deaths in public non-motor vehicle accidents during 1975, according to the 1976 Preliminary Condensed Edition of Accident Facts, published by the National Safety Council. The 1975 fatality figure represents a four per cent decrease from 1974 and the second consecutive yearly decline.

"Public" accidents — which include recreation; rail, air, and water transportation; public building accidents; and those accidents not classified under home, occupational, or motor-vehicle categories — caused 2,900,000 disabling injuries in 1975.

Preliminary statistics show that falls and nontransport drownings each resulted in about one-fifth of the deaths. Transportation accidents accounted for about one-seventh. All other types of accidents contributed more than two-fifths of the fatality total.



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CIRCLE READER SERVICE CARD NO. 40

Fatal accidents during 1975 in the domestic passenger-carrying operation of scheduled air carriers claimed the lives of 113 passengers and 9 crew members. General aviation deaths decreased from 1,438 to 1,324 in 1975.

Looking at the total picture, all types of accidents in the United States during 1975 took 102,000 lives, a three per cent decrease from 1974. 45,600 persons lost their lives in motor vehicle accidents, down one per cent from 1974. Work mishaps resulted in 12,400 fatalities, down seven per cent from last year and the single sharpest drop in accidental deaths in all areas reported. Accidents in or around the home cost 25,000 lives, a decline of two per cent from 1974.

For more information on the report and on safety in general, contact the National Safety Council, 425 No. Michigan Ave., Chicago, Ill. 60611.

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## New Chickasaw Recreation Area

South-central Oklahoma has a new unit in the National Park system. President Ford has signed into law the creation of the Chickasaw National Recreation Area in March. The new area unites the lands formerly within the 912-acre Platt National Park and the 7,000-acre Arbuckle National Recreation Area by authorizing the acquisition of nearly 1,200 acres of land between them.

The new Recreation Area, authorized to include up to 10,000 acres, includes the existing National Park Service facilities. It offers six developed campgrounds with 450 individual campsites and 22 group camping spaces. The 2,250-acre lake offers swimming and boating opportunities to the five million Americans who live within 250 miles of the area. □

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## associate profile

### Fun Money brings down high cost of eating out

"I print money and sell it to banks," jokes Hal Gross, President of Fun Guides, another NIRA Associate member. Gross' money is for real, alright, and he does sell it to banks — City Bank of New York and Continental Bank in Chicago among them. His Fun Money entitles members of charter organizations to enjoy meals and entertainment at quality restaurants for as much as 50% less than conventional prices.

The Fun Guides program is simple for the recreation director to administer. Gross supplies Fun Money on consignment in \$10 denominations. The Money, which resembles travelers' checks, is then sold to employees at 30 to 50% below its face value. When employees dine at any of the participating establishments, they use the Fun Money at face value to cover the cost of meals and drinks. It does not apply to tax and tips.

The director simply remits the amount collected to Fun Guides. Most recreation directors find it convenient to deposit cash payments from employees in the recreation account and send a monthly check to Fun Guides. Others prefer to be invoiced. Fun Guides will even arrange direct mail order purchase of Fun Money by individual employees. The purchase system depends upon the needs of the participating recreation club.

In addition to its dining benefits, Fun Money is also accepted as payment for accommodations by two major Chicago hotels. Although the Money is presently available only in New York and Chicago, Gross plans to extend the program to San Francisco, Los Angeles, and Dallas in the near future. Other hotels, as well as many restaurants, may be added to the list of participants.

Gross is careful to point out that Fun Money is not a conventional discount program. "You have to be 'somebody' to participate," he explains. Only members of specially selected organizations, such as NIRA, are eligible to distribute the Money. "This is why we have attracted quality restaurants," he adds.

The program attracts enthusiastic employees as well. Many are able to "trade up" their restaurant patronage with the Fun Money, enjoying quality dining at establishments which may formerly have been beyond their budgets. Many NIRA member organizations in New York and Chicago have found Fun Money to be among their most popular programs.

Fun Money usually sells itself, once an initial group of employees has tried it. Hal Gross is ready at any time to discuss publicity ideas with recreation directors.

CIRCLE READER SERVICE CARD NO. 1



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One-stop Inclusive Tour Charters (OTC's) are the big travel favorite these days — and for good reason. The prices are right, reputable carriers are used, and there are no complicated qualification procedures. In short, they are designed to appeal to the contemporary traveler who's looking for a good buy, through a reliable company, with the virtual freedom of an independent arrangement — all at group savings.

Just recently, American Express, one of the world's largest, most complete travel companies, entered the OTC market. With its generations of experience, and its reputation in all phases of travel, American Express recognized the need for a quality travel product that could be tailored to meet the needs of today's vacationer. OTC's are just that kind of product.

For the current summer and fall seasons, American Express is offering OTC's from major eastern and mid-western cities to Munich/Bavaria, Switzerland, and Tenerife in the Canary Islands. All these charter vacations include round-trip air transportation, 7 nights in superior hotels (such as the Munich Sheraton), welcome parties, extensive sight-seeing, all tips and taxes, and other extras. Prices begin at \$399 for Tenerife and \$499 for Munich and Switzerland. Various meal plans are available.

During the coming fall, winter, and spring, American Express is planning OTC's to Cancun, Mexico; Guadeloupe; Nassau; Hawaii; Monte Carlo; London; and Rome. These one-week vacations will include air transportation on scheduled carriers, top quality hotels, transfers, baggage handling, all tips and taxes, extras such as cocktails, tennis, sailing, and sightseeing, depending on the destination. □

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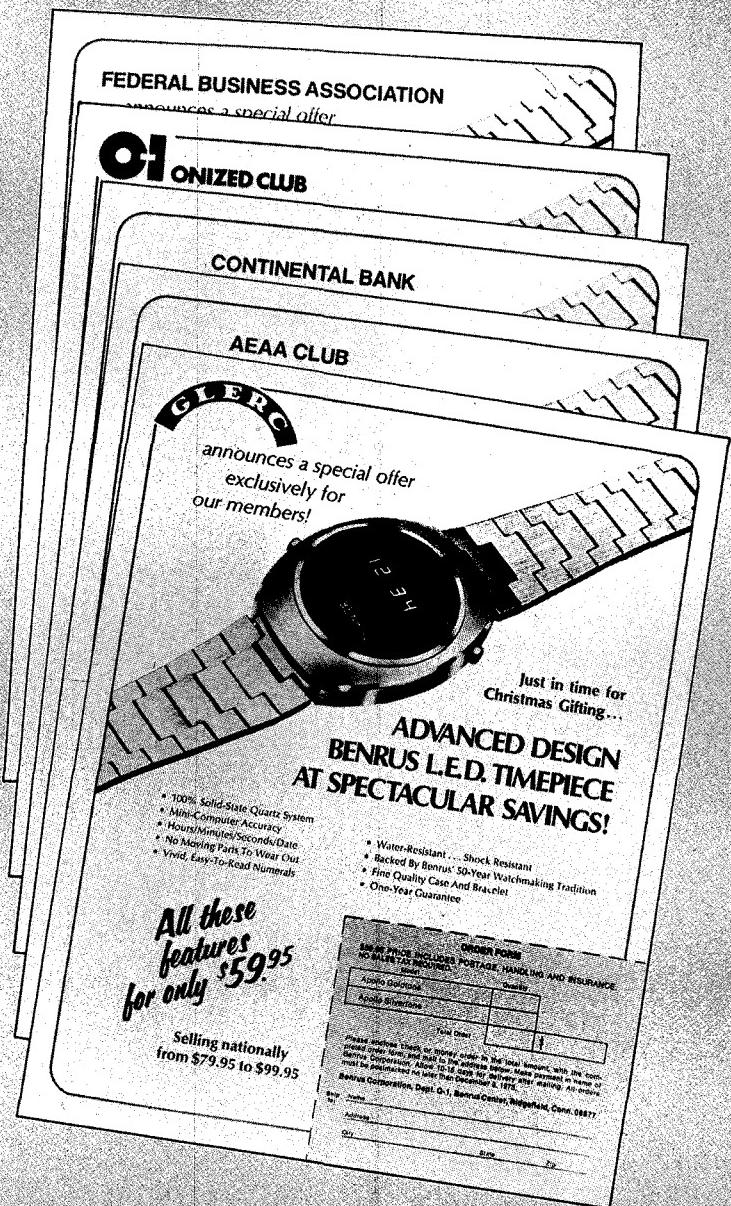


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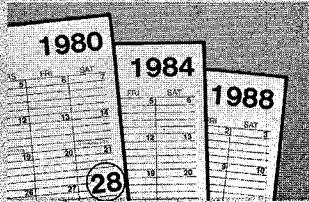
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## L.E.D. DIGITALS THAT TELL TIME 6 WAYS!

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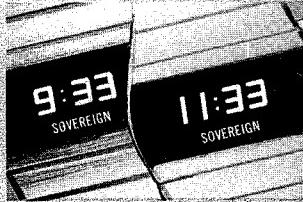


Both models in either goldtone or silvertone



### AUTOMATIC MONTHLY DATE ADJUSTMENT

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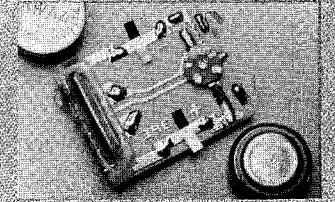
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Benrus is making the very special \$44.95 6-FUNCTION L.E.D. offer to employees of NIRA-member companies exclusively through the NIRA-endorsed WISE-BUY BULLETIN.

To find out how your company can participate in the program, and enable fellow-employees to avail themselves of this outstanding offer, just complete and mail the form at right. For immediate response, call today: (203) 431-1425, Mr. Eliot F. Morrison. But hurry! The Inaugural Issue is scheduled for delivery shortly to participating NIRA companies.

YES! I am interested in having my company participate in the Benrus/NIRA L.E.D. special offer. Please contact me to review the program.

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

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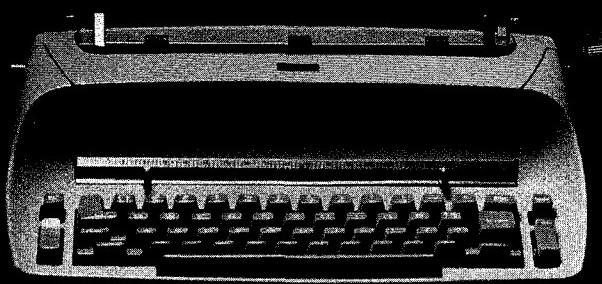
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Benrus Corporation, Benrus Center, Ridgefield, Conn. 06877  
Att: Mr. Eliot Morrison



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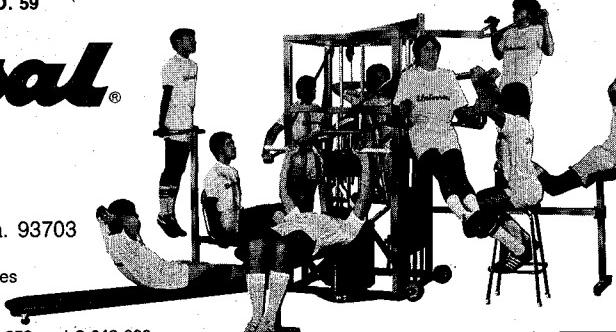
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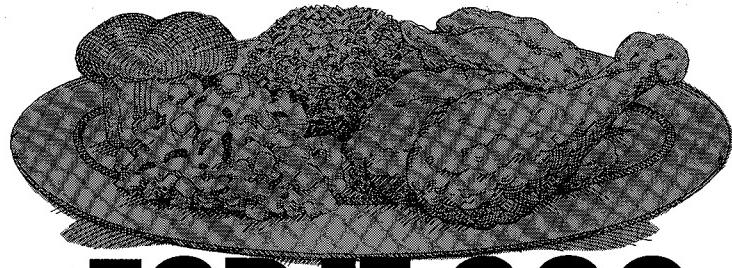
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# SERVICES & ACTIVITIES

## Purpose

The National Industrial Recreation Association assists in developing employee recreation as a benefit to business, industry, organizations, units of government and the community. It promotes the concept of industrial recreation as a means of improving relations between the employees themselves and between employees and management, and strives to upgrade the caliber of its members' recreation programs, to form new programs and to keep members abreast of all developments in the field.

## Services and Activities

### RECREATION MANAGEMENT —

Published 10 times a year. A stimulating, useful, how-to-do-it professional journal. Contains new ideas, new concepts, new ways to make industrial recreation programs more successful.

### Program Manuals and Information Center —

Manuals prepared for members by NIRA staff present practical step-by-step procedures for developing special activities to fit within a company's recreation program.

**Periodicals** — In addition to Recreation Management, published are two newsletters; the Keynotes, a monthly publication, and the Informer, articles for the Certified Industrial Recreation Administrator.

**Consultation Service** — NIRA Advisory Committee and staff plus past Presidents of NIRA and Association members are available for consultation or speaking engagements.

**National and Regional Contests** — Eight are conducted annually to stimulate participation in employee programs. The amateur events are mostly postal and can be conducted at the member location or near-by.

**Membership Directory** — A listing of recreation directors, personnel managers, Associate Members and

NIRA's "Who's Who" in Certified Administrators in Industrial Recreation. Published annually and includes telephone numbers and addresses.

**Free Clerical Services** — Provided by NIRA for intra-membership communication.

**Awards** — Given annually for outstanding member leadership and achievement in areas of recreation administration and programming; for outstanding overall programs and for specific activities. NIRA also presents special top management honors.

**Conferences & Workshops** — A National and one Regional Annual Conference and Exhibit are open to all NIRA members where educational sessions and seminars are conducted. Regional workshops are also conducted for educational purposes near a member's location.

**Certification Program** — NIRA certifies industrial recreation administrators after they successfully complete the Certified Industrial Recreation Administrator requirements. This includes induction into the "Who's Who In Industrial Recreation" records.

**Merchandise Discounts** — Many consumer products and services are available to members and their employees at substantial savings as high as 60 percent off retail price, primarily from Associate Members, Exhibitors and Advertisers.

**Employment Services** — Special assistance offered members in finding jobs and to organizations in finding personnel. Recruiting and Search Service offers search screening and referral of candidates for recreational positions.

**Intern program.** Upper Level and graduate students with recreation majors are referred by headquarters to conduct and/or assist with your program development on a full or parttime basis. All students are approved by NIRA. There is no charge for the service.

**Research Foundation, Reports** — NIRA and the Educational Founda-

tion develop and collect information on the latest trends, methods and techniques of employee recreation and report findings to members. Surveys conducted by NIRA and NIRREF cover all phases of employee recreational activities. The studies enable our members to evaluate their programs and to keep informed of trends.

## Types of Membership

**Organization** — Available to business, industry and governmental organizations or the employee recreation associations and their employees who are interested in the development and maintenance of employee recreation facilities and/or programs.

**Associate** — Available to companies, trade associations and other organizations which operate nationally and are interested in distributing programs and services to employee recreation programs.

**Industrial Recreation Council** — Open to areas having organized councils or associations comprised of business, industry or government.

**Allied** — Available to NIRA Organization Member's recreation program, Elected Officers, Board Members and to Recreation program Coordinators or volunteers at branch locations of NIRA members.

**Individual** — Available to individuals interested in Association activities and objectives who are not connected with a business, industry or governmental organization or an employee association.

**College/University** — Available to institutions interested in Employee Recreation and by virtue of membership shall entitle students enrolled in their school to receive a reduced student membership fee.

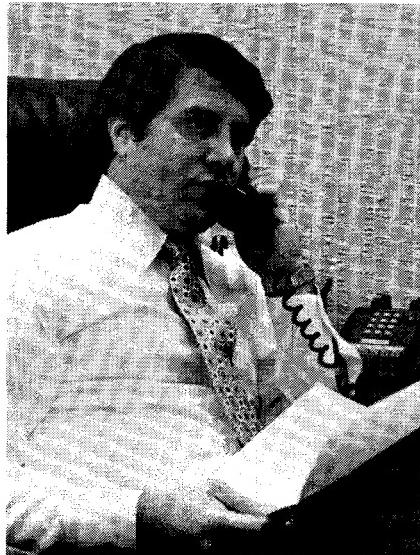
**Student** — Available to students majoring or minoring in recreation or allied fields at a college or university where such training is offered.

**Some NIRA members  
know us only as  
familiar voices on a  
long distance wire . . .**



**MEET  
YOUR  
STAFF**

**... That is why we look forward to meeting many of you at the May Conference and Exhibit in Milwaukee. For those who are unable to attend this year, we hope to continue hearing from you at (312) 346-7575.**



**MICHAEL A. FRYER**  
**Executive Director**  
**Director of Advertising**

Filling a double role for NIRA, Mike Fryer is responsible for the overall administration of the Association and for the sale of advertising in NIRA's *Recreation Management* magazine.

As Executive Director, Mike conducts the day-to-day business of the Association according to policy established by the Board of Directors. He reports to the Board, both on an informal basis and at regularly-scheduled meetings throughout the year.

Mike acts as administrative head of NIRA's national office in Chicago

and supervises the cooperative efforts of the entire headquarters staff. He actively supervises promotion efforts for the Association and helps to inform members of available services.

He is official publisher of the magazine and supervises the publication of other NIRA materials for the information of Association members and the promotion of the Association's public image.

Mike is responsible for the total financial planning of NIRA. He prepares an annual budget for the review and approval of the Board of Directors and administers the Association within that budget. He also acts as Secretary-Treasurer of the National Industrial Recreation Research and Education Foundation (NIRREF), a separate corporation.

For the education and fellowship of NIRA members nationally, Mike organizes area and regional meetings with the help of local members. His greatest single responsibility in this regard is the organization and direction of NIRA's annual Spring Conference and Exhibit. With the cooperation of local members at each Conference site as well as the assistance of national committee members and the Board of Directors, Mike is responsible for all phases of each Conference.

As Executive Director, Mike acts as an official spokesperson for

NIRA. In this position, he is able to publicize the benefits of membership and establish the Association as the clearing house of information in industrial recreation.

Mike holds a B.S. in Education, an M.A. in Education Administration, and a Masters of Business Administration. He has been with NIRA as Executive Director since August, 1970.

In January, 1975, Mike also assumed the vacated post of Director of Advertising. Formerly a separate, fulltime position, the job was added to his duties as Executive Director. As Director of Advertising, Mike is responsible for selling all advertising space in *Recreation Management* magazine. He develops and maintains contacts with advertisers and works with Pat Stinson (below) to bring many of them into NIRA as Associate members. He also consults with Editor Mary Morris (below) to coordinate the advertising and editorial phases of the magazine.

Beyond the Magazine, Mike develops promotional items for NIRA in general. Included in this effort are membership and buying polls as well as general marketing surveys.

---

**continued  
on following page**

## Meet Your Staff continued



**GAIL S. ALLEN**  
**Secretary to the Executive Director**  
**Administrative Assistant**

Gail Allen came to NIRA as a temporary secretary in December, 1975. The following month, she joined the Chicago staff fulltime, working di-

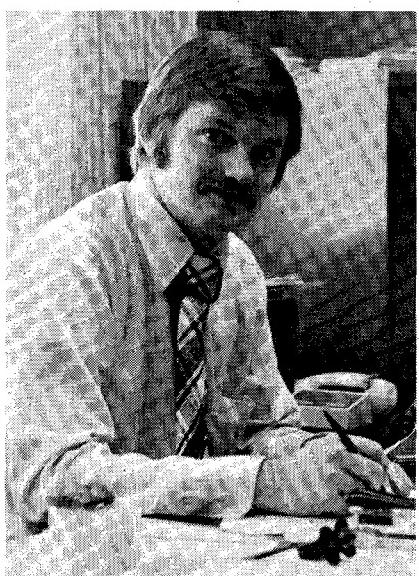
rectly for Mike Fryer.

Her responsibilities include a wide variety of secretarial and administrative duties, directed toward expediting the administration of NIRA and the efficient management of everyday office functions.

Gail types all executive correspondence and often authors general NIRA correspondence herself. She handles the Association's accounts payable and receivable, excluding those related to membership. She prepares the Association's financial records for the periodic review of NIRA's accountants. The distribution and security of office petty cash is also her responsibility.

Gail monitors the office's equipment and supply needs and acts as purchasing agent. She handles the distribution of brochures, booklets, tape cassettes, textbooks, and other materials requested by members.

Gail holds a B.A. in history.



**PATRICK B. STINSON**  
**Assistant Executive Director**  
**Director of Membership,**  
**Promotion, and Services**

Pat Stinson, in his position as Assistant Executive Director, helps administer NIRA's Chicago office. He is extensively involved in all phases of organization for regional meetings as well as the annual Conference and Exhibit. Pat also acts as an official spokesperson for NIRA. Whenever Mike Fryer is unavailable, he assumes responsibility for overall headquarters operations.

As Director of Membership, Promotion, and Services, Pat is probably the headquarters person who is familiar to the greatest number of members. With the help of NIRA Directors, Pat delivers services that make membership in NIRA valuable to so many organizations and individuals. He acts as national coordinator of the Association's various recreational tournaments. He coordinates NIRA's awards program. NIRA's recognition system for Certified Industrial Recreation Administrators and Leaders (CIRAs and CIRLs) comes under his administration. Information services as varied as program consultation and the "Membership Directory" also emanate from his office. Job placement for recreation professionals and the Chicago office intern program are

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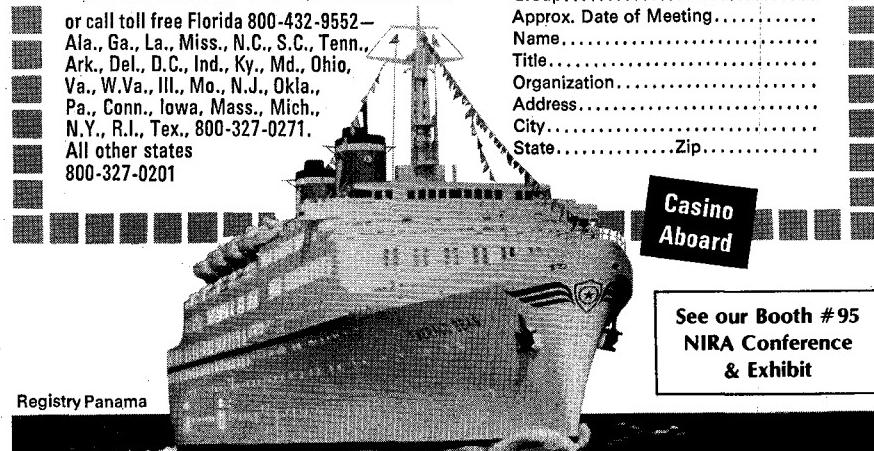
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also his responsibility.

A major portion of Pat's work involves the development of new members for the future growth of NIRA. Citing the services developed for members, he promotes NIRA to new organizations and works to include them, once they join, in the active benefits of membership.

After earning a B.S. in recreation, Pat joined the NIRA staff in June, 1974.



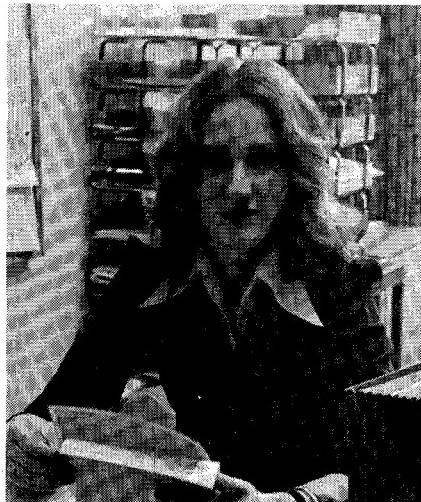
**MARY P. MORRIS**  
**Editor**

Mary Morris' primary responsibility is the production of NIRA's monthly magazine, *Recreation Management*. In this capacity, she works with Mike Fryer and Pat Stinson to develop a yearly editorial plan. She is responsible for obtaining authored feature stories for the magazine and for writing the remainder of its material herself. She obtains whatever art work is necessary, sometimes taking photographs to supplement stories. She lays out the magazine and works closely with its printer through all phases of production.

In addition to the magazine, Mary edits the monthly key notes newsletter of Mel and Martha Byers, CIRA's; and the quarterly *CIRA Informer* from Dan Archibald, CIRA. She arranges for the printing and distribution of both these pieces.

Mary arranges, with the help of other NIRA members, for all publicity and press coverage of the annual Conference and Exhibit. Throughout the year, she assists with the production of various pamphlets and letters used to publicize NIRA and its services. She also assists several magazine advertisers with the design of their ads.

Mary holds a B.A. in journalism. She joined the staff on a free-lance basis in March, 1975 and signed on as full-time Editor the following September. □

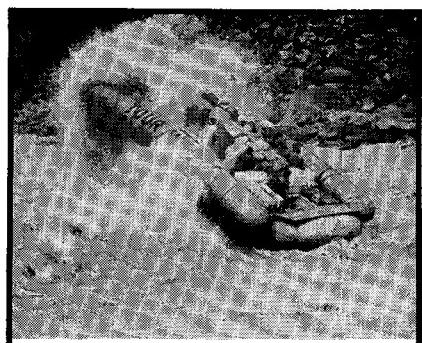


**JANA L. BURDICK**  
**Secretary/Receptionist**

Chances are, when you call NIRA headquarters, the voice on the other end of the line belongs to Jana Burdick.

Reporting to Pat Stinson, Jana acts as office receptionist. She answers incoming calls and receives and distributes all mail. She types correspondence and files materials for membership, promotion, and services. After new members join NIRA, Jana officially enrolls them, initiates their files, and keeps their records up to date. She bills members for their annual dues and records their payments. Jana also maintains membership and promotion mailing lists, including a computerized subscription list for *Recreation Management*. She assists with the frequent membership, promotion, and services mailings.

Jana joined NIRA in March, 1976. Working fulltime during the day while she completes high school credits in the evening, she looks forward to June graduation.



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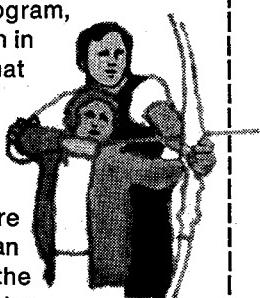


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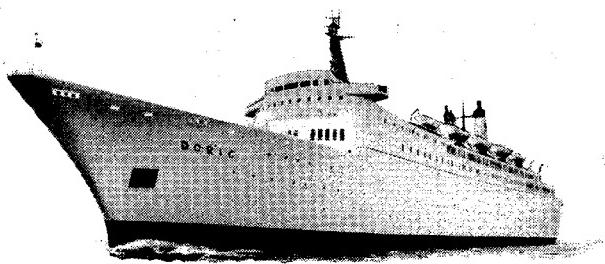
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# company profile

## International Village

### The landlord takes a cue from industry

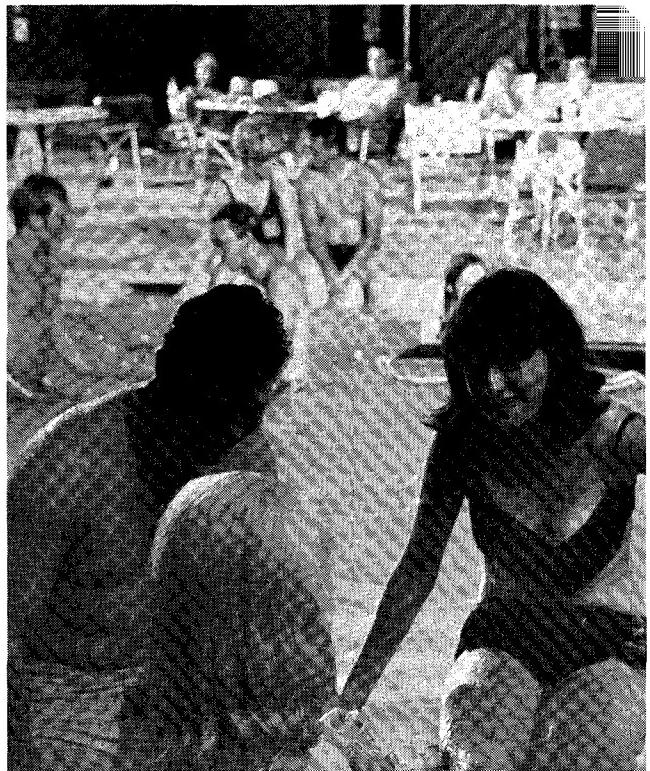
THE places look like \$1 million recreation clubs — and they are. Tennis courts, indoor and outdoor swimming pools, saunas, whirlpools, driving ranges, game rooms, and more cater to members only. Parties and poolside barbecues liven members' social schedules year-round. All of this is provided free — not by a generous employer, but by an astute landlord.

Two of NIRA's newest organization members, the International Village (IV) apartment complexes near Chicago, are part of a new wave of services aimed at the growing "singles" market. Located in the former bastions of family life, the suburban International Villages use sophisticated recreation facilities and programming to attract and hold tenants, primarily single, young professionals and semi-professionals.

The International Villages began as the brainchild Minneapolis-based developer Norman Ackerberg. In order to attract and retain tenants in the "soft" rental market of a few years ago, Ackerberg equipped an apartment complex near Minneapolis with quality recreation facilities. It worked like a charm. Soon, younger, more active residents began to out-number the older ones. The complex' reputation as a youth center attracted still more singles. Soon, two new International Village complexes were planted in suburban Chicago to attract the surge of young adults seeking a more comfortable life than the city afforded.

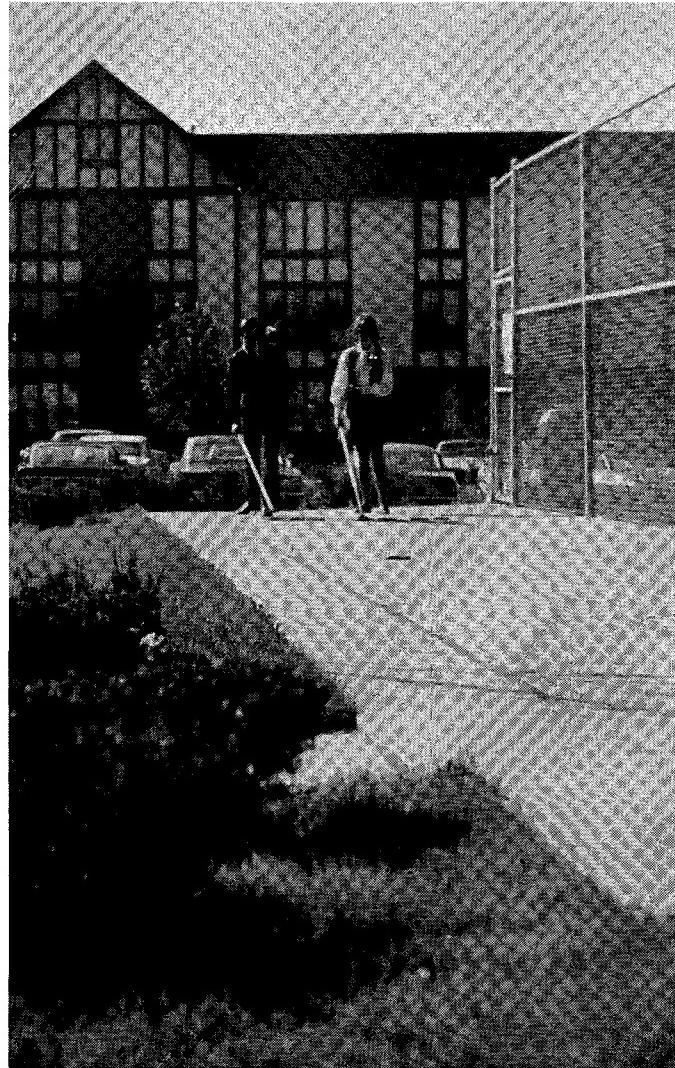
The Villages owe their "International" theme to the European facades attached to each section. In the Lombard and Schaumburg, Illinois developments, names such as Normandy, Zurich, and Devonshire reflect the varied architectural flavor of the buildings. Inside the buildings, one- and two-bedroom apartments bring \$275 to \$335 monthly rents — competitive with similar units in the area. Most residents share expenses with roommates.

Recreation facilities and programs at each Village are under the direction of a resident recreation professional. At the 41-acre Lombard Village, **Steve Settecase** administers a varied program for over 900 residents. His counterpart is **Howard Thornburg**, whose 1,000 constituents live on the 48-acre tract in Schaumburg. Both men are former NIRA interns.



IV's pools are social centers.

The two see their work as similar to the responsibilities of industrial recreation leaders. Much like industry programs, those at IV are engineered to attract people and keep them loyal. Ackerberg invested \$1 million in recreation facilities at each Chicago Village to do just that. Settecase and Thornburg oversee a list of facilities that includes lighted tennis courts, volleyball/basketball courts, indoor and outdoor pools, pitch and putt golf courses and indoor driving ranges, libraries, fireplace lounges with kitchens, men's and women's exercise rooms and saunas, whirlpool baths, jogging trails, and more. The recreation center in each Village also includes a convenience grocery store, a snack bar, a dry cleaners, as well as beauty and barber shops. An optional closed circuit television system at the Schaumburg complex shows popular feature films through residents' private television screens.

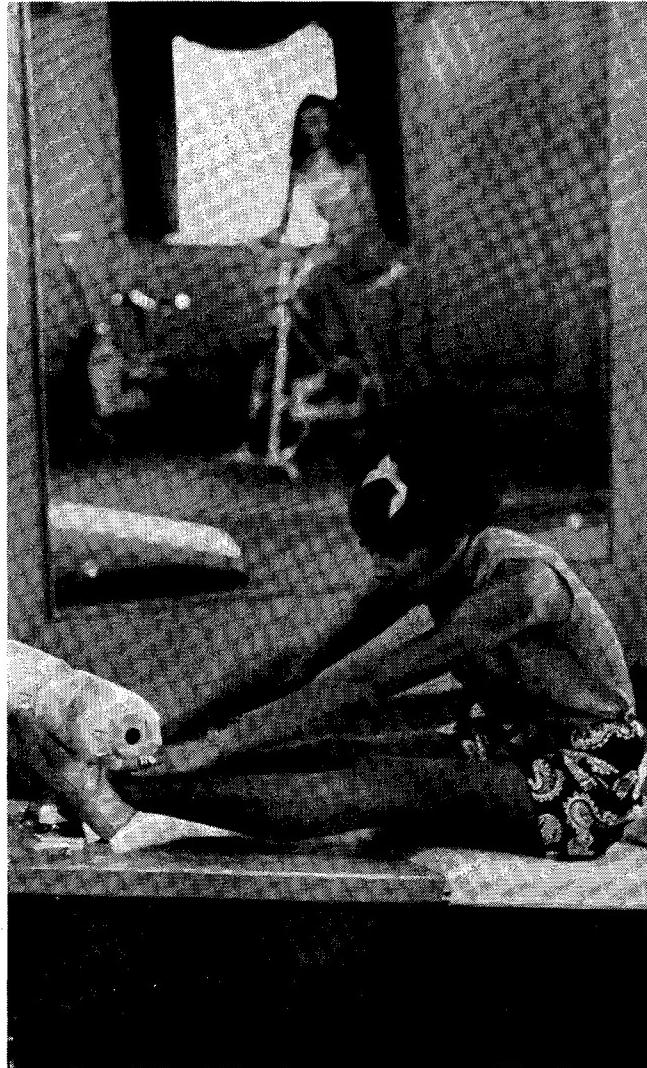


**Residents try outdoor shuffleboard . . .**

All of this apparently accomplishes the goal of attracting and retaining tenants. The Schaumburg site is presently 94% occupied while the Lombard complex is virtually full. Waiting lists hold the names of prospective tenants who are hoping for the right nest in one of the Villages.

Most IV residents are also attracted by the prospect of meeting other singles. The Villages' promotional literature, filled with photos of bikinied young residents, reinforces the appeal. The "swinging single" image of the Villages is unfair, according to Settecase.

"There's a lot that's positive going on," he insists. "Last year, the village of Lombard gave us an award for distributing food to needy families at Thanksgiving. We also have good turn-outs for our annual blood drive and we collect money for charities like the Heart Fund. But you usually don't hear about those activities."



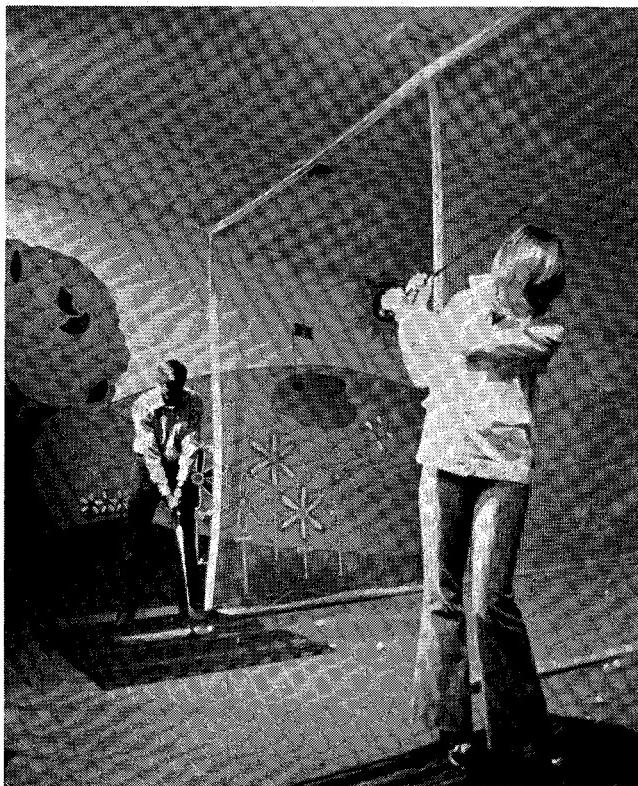
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The activities which sell the International Village way of life to prospective tenants fill the social calendars of both developments. Thornburg and Settecase regularly work Tuesday through Sunday, from late morning until well into the night. A look at the social activities they administer explains their long hours. Throughout the year, both directors develop and head programs that include table tennis, billiard, and duplicate bridge tournaments; as well as classes in macrame, yoga, gourmet cooking, scuba diving, photography, transactional analysis, karate, and belly dancing. They organize holiday parties, cook-outs, Sunday brunches, poolside dances, athletic tournaments, concerts, art exhibits, spectator sports outings, wine tasting parties, and a joint day at the races. They also oversee an employee-

---

**continued on following page**

## International Village continued



Residents enjoy indoor driving ranges . . .

organized ski club, a flying club with its own planes, and a group travel club.

Since Ackerberg divides much of his time between Florida and a Minneapolis residence, the directors are virtually independent of supervision. They are free, within Ackerberg's budget, to develop programs and services as they see fit.

"We are professionals," says Thornburg simply. "He (Ackerberg) trusts us to do the job." It is clear that both men appreciate the latitude they are allowed.

Thornburg and Settecase work to maintain close ties with the residents. They regularly greet new tenants and introduce them to the recreational facilities and social activities available. Each man also publishes a monthly newsletter, outlining upcoming events. Additional publicity depends upon bulletin boards and word-of-mouth among residents. Rather than organizing formal resident committees to aid in activity planning, each man relies on the informal assistance of the most active tenants. Both have tried "idea rap sessions" in an effort to sound out residents on their recreational needs, and have found it difficult to steer such groups away from general tenant complaints and toward constructive recreational suggestions. Still, both feel a continuing need to tap residents' ideas. Thornburg's latest scheme involves a Sunday brunch at which he'll accept two serious program ideas in lieu of the standard \$1.50 admission fee.

As recreation professionals with highly visible and

successful programs, both Thornburg and Settecase are sought out by neighboring organizations — including apartment complexes — for programming advice. Says Settecase, "We try to be good neighbors and suggest other places where they can go for help." Neither man has time to devote to such outside "consultation," nor feels that he should aid competing housing units with their programs. Both feel, however, that the requests illustrate the growing demand among tenants and other organization members for professionally organized recreation programs.

Continues Settecase, "A lot of apartment complexes were built with some kind of recreation facilities, but most of them go unused. Many tenants are now saying to their landlords, 'hey, you built this facility; now let's use it'."

Settecase and Thornburg are careful to preserve their excellent facilities and programs for International Village residents. Although tenants may bring a limited number of guests into the facilities, the clubhouses are closed to people under 17 years of age after 8:00 p.m. The clubhouses, which are available from 11:00 a.m. to 11:00 p.m. six days a week, open only with residents' keys. A gate check at parties assures that festivities are limited to residents and their guests.

Both Settecase and Thornburg enjoy their work at IV. "I like the freedom," explains Thornburg. "I choose the programs and handle them in a way I think they ought to be handled."

Settecase agrees and, he says, the unusual hours and on-site residence allow him to spend a great deal of time with his wife and two pre-school children. As his family grows older, however, Settecase foresees possible conflicts with the single life at International Village. "My wife doesn't have much in common with a lot of these single girls," he says. "And, in the long run, it's not sensible to have children here. We have to send them 'outside' to play with kids their own age."

The two directors agree, however, that the rich experience of International Village is valuable to their professional growth. They also see their positions as part of a growing new aspect of organized recreation, designed for leisure at home as well as on the job. □



. . . and outdoor courses.

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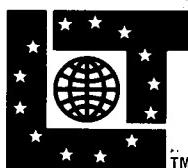
Respectfully,

*Michael A. Fryer*

Michael A. Fryer  
Executive Director

MAF:jb

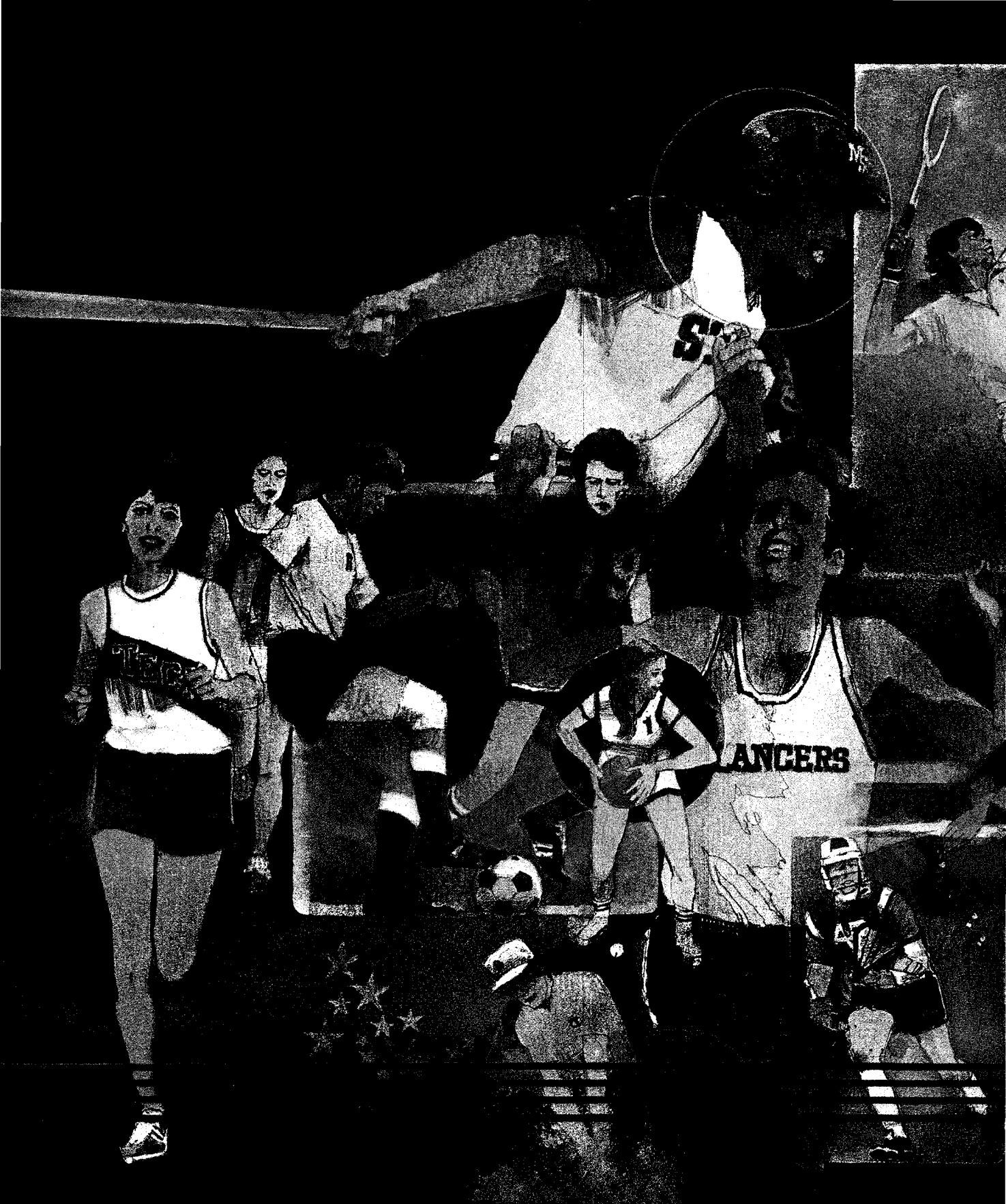
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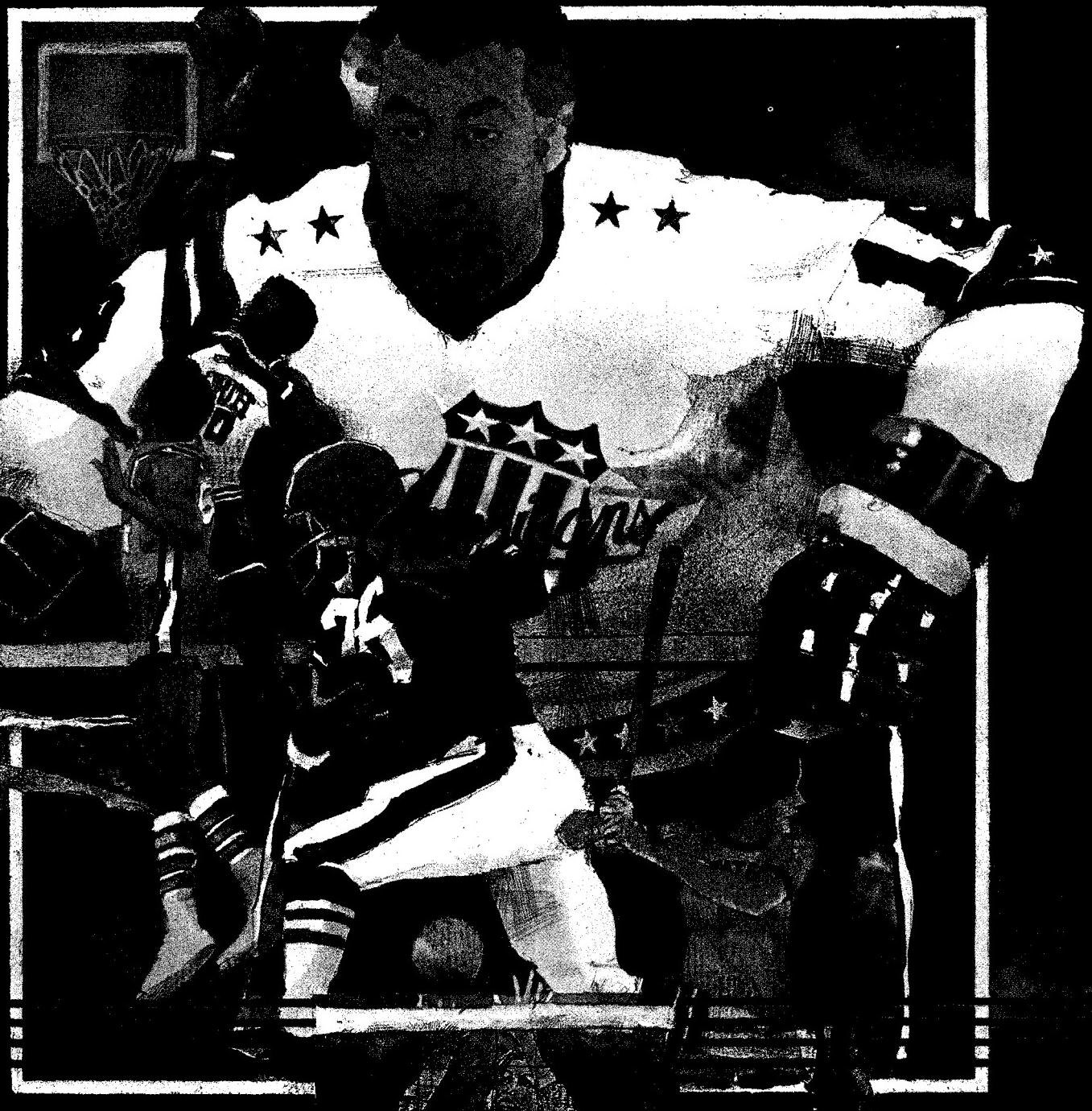
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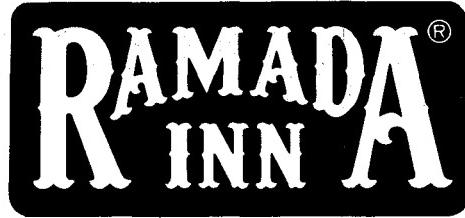
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# travel spotlight

## Mexico

### Guadalajara and Puerto Vallarta — a great vacation combination

by Michael A. Lester  
Mexican National Tourist Council

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Guadalajara is Mexico's second city. It is modern and prosperous, resplendent with flower-filled parks and plazas, and second to none in a marvelous kind of relaxed charm so rare in many other metropolitan centers. The city is the home of the mariachis and great market (its Plaza del Sol is the largest shopping center in Latin America), as well as the center of some of the finest craft villages in Mexico.

Guadalajara is also the home of the world's finest collection of paintings by the great muralist, José Clemente Orozco, who was born nearby. Of particular interest to art lovers is the Orozco collection in the Hospicio Cabana orphanage which includes the world-famous "Four Horsemen of the Apocalypse". Other notable Orozcos are hung in the Palacio de Gobierno, the University of Guadalajara, and the Orozco Museum, formerly the artist's studio. An additional treat is the collection of paintings by the Spanish master, Murillo, in the State Museum. This artist is also represented in the huge Cathedral by the painting that is commonly considered his masterpiece and one of the world's greatest works of art, "The Assumption of the Virgin".

Guadalajara still has the feel of colonial times, with its four central plazas in the form of a cross bordered by imposing municipal buildings and a vast cathedral dating back hundreds of years. At the same time, it offers smart shops, excellent restaurants, and skyscraping luxury hotels. Its balmy, year-round climate is so literally "something to write home about" that the world's



Guadalajara's Palacio de Gobierno dates from 1643.



Market day is essential to Guadalajara.

largest colony of North American retirees and expatriates is doing just that. Well over 15,000 Americans and Canadians now make their permanent or winter homes in Guadalajara and its environs. A growing city (approximately 1,500,000 at present), Guadalajara is attracting its share of modern industry. The new plants, however, are located in a 14 by 60-mile industrial corridor 12 miles from the city. The area is strategically located so prevailing highland breezes ensure that no trace of pollution taints the city's clear blue skies.

Guadalajara's environs include a fascinating mixture of modern luxury and traditional life. Country clubs with golf courses and tennis courts offer the finest of American-style vacation comfort. The little town of Tequila, home of the national drink, and the nearby craft villages provide charming glimpses of Mexican national arts. The town of Tlaquepaque makes glassware, pottery, ceramics, furniture, and silver articles. Tonala manufactures and sells terra cotta pottery while Jocotepec tailors dresses and serapes, and Ajijic produces fine embroidery and hand-loomed fabrics.

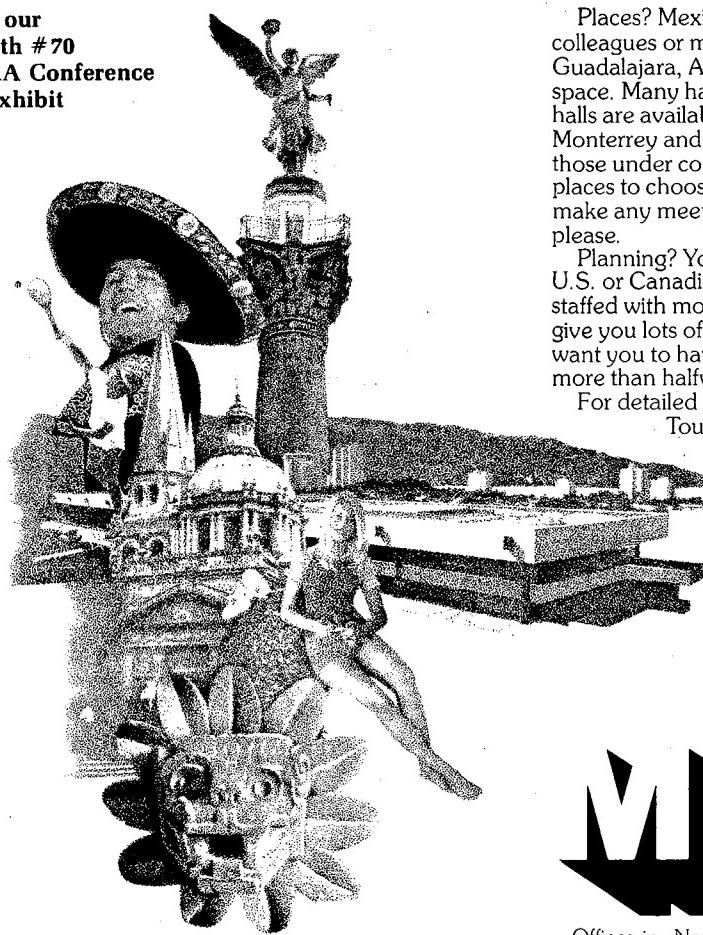
South of Guadalajara is Mexico's largest natural lake, Lake Chapala, basking in a perpetual late spring/early summer climate that its devotees claim is even better than Guadalajara's. The largest of the varied communities around its shore is Chapala, a favorite with retirees and visitors alike. The town includes several resort hotels, the Lake Chapala Country Club for golf and tennis, a marina and yacht club, and other facilities for swimming, sailing, water skiing, and fishing. Lake Chapala's whitefish is particularly delectable, especially as served in the local restaurants.

Ajijic, five miles from Chapala along the lake shore, has attracted a sizeable colony of artists and writers who find living in a craft village provides just the ambience they need. Jocotepec, 11 miles farther along the shore road, remains more as it was in times past, except for the weekly arrivals of visitors drawn by its famous Sunday market.

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**continued on following page**

**See our  
Booth #70  
NIRA Conference  
& Exhibit**



Places? Mexico has more of them than ever to welcome you and your colleagues or members. The established destinations—Mexico City, Guadalajara, Acapulco—virtually all have added new hotels and hotel space. Many have convention and meeting facilities. Great convention halls are available, not only in Mexico City, Acapulco, Mazatlan, Monterrey and Guadalajara, but in brand new resorts like Cancun and those under construction like Ixtapa/Zihuatanejo. And with so many places to choose from you can have the widest choice of programs to make any meeting, convention or incentive travel arrangement sure to please.

Planning? Your planners will get a big assist if they consult one of the U.S. or Canadian offices of the Mexican National Tourist Council. They're staffed with more than 50 informed, experienced, helpful people. They'll give you lots of free data: maps, brochures, photos, posters. After all, they want you to have your best meeting ever in Mexico and they'll meet you more than halfway to help achieve your plans.

For detailed information, write or call Director, Mexican National Tourist Council, at the office nearest you.

**You'll find  
everything going  
for you when  
you meet in...**

**MEXICO**

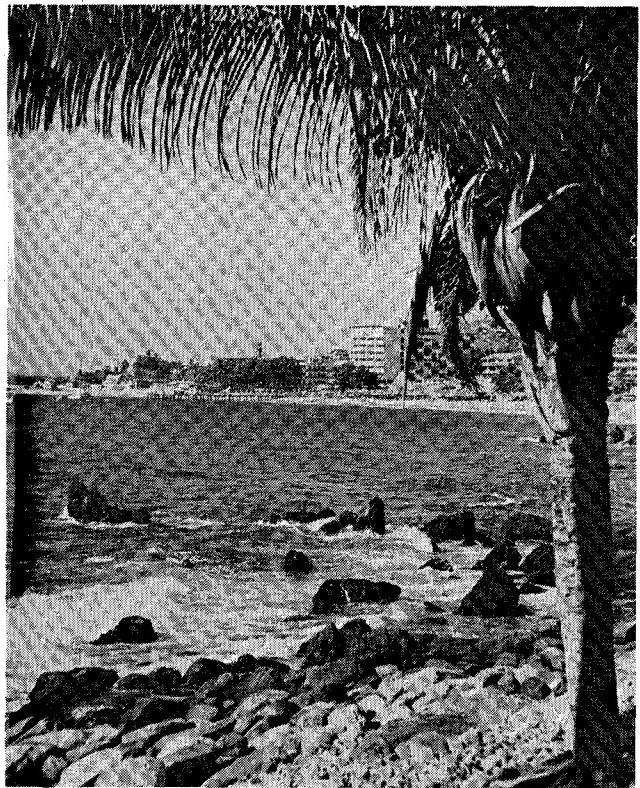
Offices in: New York, Houston, Los Angeles, Vancouver, Montreal, Chicago

CIRCLE READER SERVICE CARD NO. 42



**Streets are paved with cobblestones in Puerto Vallarta.**

In delightful contrast, Puerto Vallarta's vacation paradise holds palm-fringed, white sand beaches and brilliant foliage for visitors who want to laze away the days in the warm sun. A picture-book resort town in a picture-book setting, Puerto Vallarta nestles on the green mountains framing the eastern curve of the spectacular 25-mile-long Bahia de Banderas (Bay of the Flags).



**Puerto Vallarta offers a sunny, peaceful shoreline.**

Pastel-colored houses with red tile roofs dot the landscape and cobblestone streets preserve the unhurried pace of life.

Tourists soon discover that there are two Puerto Vallartas. First, there is the mild bustle of the town itself, with its shops and boutiques, restaurants and night-clubs, as well as fishermen selling the morning's catch of pompano, dolphin, and red snapper in the streets. Along the Cuale River, local women do their wash as they have for generations, pounding it on the rocks. Then there is the other Puerto Vallarta, with superb stretches of uncrowded, uncluttered beach to the north and south where new resort hotels are located and where sunbathing, swimming, water skiing, snorkeling, horseback riding, and just plain beach walking are ideal. Public beaches with developed conveniences such as snack and cocktail bars, beach chairs, and mats for rent include Playa del Sol, to the south and Las Palmas, a mile north of town. Not to be missed is the all-day boat trip to Yelapa, past tiny villages and the town of Mismaloya, setting of "Night of the Iguana". Passengers may choose among broiled lobster, oysters, fish, or turtle steak for lunch and enjoy pleasant hours in the beautiful cove where a thatched-roofed hotel and restaurant are located. Sailfish and marlin are plentiful and there is a fleet of new charter boats available for their pursuit. For hunters, there are deer, quail, jaguar, and other quarry in the nearby mountains.

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CIRCLE READER SERVICE CARD NO. 43

**Guadalajara and Puerto Vallarta are just two of the many fascinating travel destinations in Mexico. For more information, circle Reader Service Card No. 5.**

## Constructive Comments

### Keep your eye on the ball, not on the sun!

by Anthony W. Kotz  
Kotz & Schneider  
Land and Recreation  
Planning & Design  
Syracuse, N.Y.



Have you ever tried to play baseball with the sun directly in your eyes? Probably. Certainly, you know of the discomfort and hazards sun glare can cause.

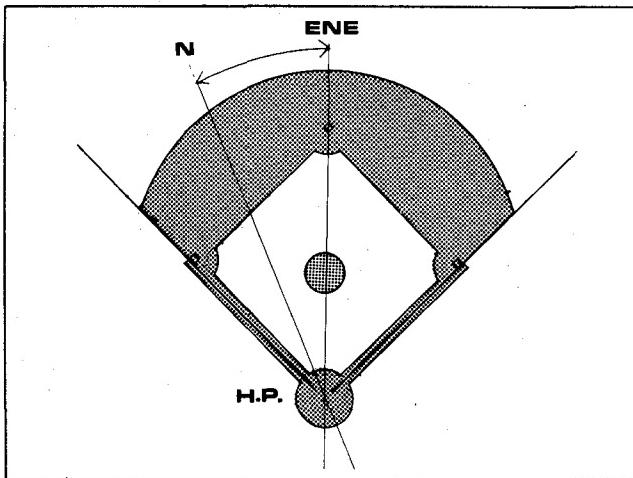
Fields should be planned, wherever possible—and it is not always possible—to minimize sun blindness. Several factors affect the orientation of a baseball field and, despite common generalities, no one orientation is best for every field.

The area of the country, location of the field in relation to adjacent features, season of use, and time of day of maximum use should be considered. A commonly used standard recommends that a line from home plate to center field point east-northeast. At this orientation,

in most areas of the country, the low evening sun would affect the fewest players, while the higher mid day sun is usually not a serious problem. Where year-round or winter use is possible, you might angle your field more toward north for the winter sun.

With limited space or adjacent fields, you might not be able to orient all fields optimally. Compromises may be necessary; but try to design one good field or to schedule games to avoid poor sun orientation when possible.

Don't forget that the sun should be considered when orienting other types of fields, courts, and activities. You might save a game, or more important, avoid a serious injury. □



## in ZAMBIA adventure is face to face...



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When your clients want to see and experience the other Africa—that of Livingstone or Burton or the early Hemingway—point them in the direction of Zambia and a Safari Trail in the Kafue or South Luangwa National Parks.

You'll be giving them the excitement of the bush, the thrill of on-foot tracking and the camaraderie of small and select groups of like-minded adventurers. All this, plus bush-wise guides and guards, hearty food and rustic but comfortable accommodations in unspoiled wildlife areas. Reservations should be made now, for our camps can shelter only a few enthusiasts at any one time and the safari season is a brief five months—June through October.

Activity at the lodges goes on a bit longer. In Kafue National Park, Ngoma Lodge and even Chunga Safari Village will be open through December. The South Luangwa Valley National Park's Mfuwe Lodge and Chicale, a new luxury facility, plan to extend the season until November 20.

For bookings or more details contact



**ZAMBIA NATIONAL TOURIST BUREAU**

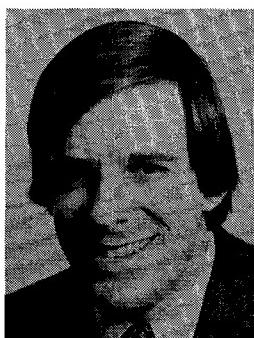
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(212) 758-9450

# Tournament News

## New golf tourney regulations — bowling results

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



### New golf rules

The NIRA Board of Directors at its January meeting approved a recommendation from the Tournaments and Services Committee to revise the regulations for our annual golf tournament. It is hoped that changes will significantly increase tournament interest throughout North America.

As in the past, on-site regional competition will be featured and will be the foundation of tournament play. However, a new feature, on-site postal competition, has been added. On-site postal competition will allow a program director to enter his/her golf teams directly into national competition without entering on-site regional competition. As in the past, the format of on-

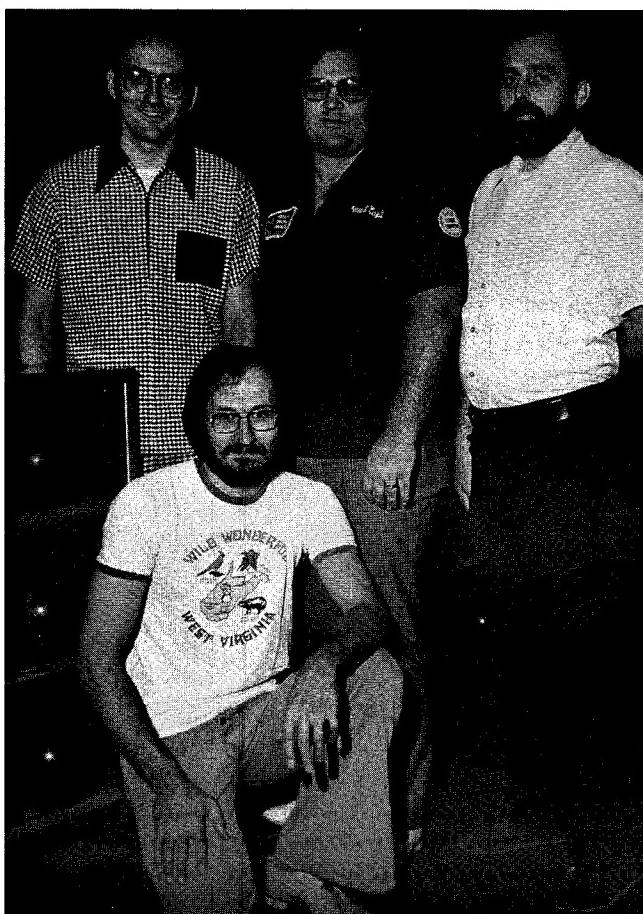
site regional competition will remain the same.

The second change in tournament competition is the addition of flight play. In this year's tournament, up to four flights of play may be utilized. Flight levels will be set by the regional coordinator. Flight play will be utilized for national competition.

A complete outline of tournament regulations will be included in the promotional materials for this year's tournament competition. This information will be available in the near future.



**Raybestos-Manhattan (now RM Friction Materials')** winning team. Seated, left: Brenda Dicks, right, Mitzie Bridges. Standing, left to right: Ruth Fields, Capt. Sharon Gegor, Sandy O'Neal.



**Bethlehem Steel's winning team.** Kneeling: Larry Griffin. Standing, left to right: Mike O'Brian, Mike Baxter, Jim Snider.

## Mail-O-Graphic bowling results

MEN'S DIVISION	Team	Score + Handicap	Total
1. Bethlehem Steel	Griffin	3017 + 202	3219
2. Johnson Wax	Prima Fresh	2760 + 443	3203
3. Bethlehem Steel	Ihnat	2919 + 265	3184
4. Bethlehem Steel	Wirtes	2681 + 501	3182
5. Teledyne Cae	Sandbaggers	2739 + 434	3173
6. Johnson Wax	Complete	2772 + 396	3168
7. Bethlehem Steel	Turner	2945 + 180	3125
8. Raybestos-Manhattan	Misfits	2787 + 306	3093
9. Corning Glass	Sullivan Park	2628 + 456	3084
10. Bethlehem Steel	Schultz	2872 + 189	3061
11. Bethlehem Steel	Steinmetz	2787 + 272	3059
12. Corning Glass	Tigers	2455 + 580	3035
13. PSNS Recreation	Big Wheels	2628 + 400	3028
14. Bethlehem Steel	O'Brien	2640 + 369	3009
15. McDonnell-Douglas	Borrachons	2681 + 324	3005
16. Corning Glass	"A" Factory	2552 + 450	3002
17. Raybestos-Manhattan	R/M First Team	2557 + 443	3000
18. Johnson Wax	Raid	2611 + 380	2991
19. Atwood Vacuum	Atwood	2613 + 373	2986
20. Teledyne Cae	5th Wonder	2546 + 436	2982
21. Flick-Reedy Corp.	Men	2651 + 324	2975
22. Raybestos-Manhattan	Four + one	2699 + 267	2966
23. Teledyne Cae	Ballers	2540 + 425	2965
24. Teledyne Cae	Pinbusters	2558 + 378	2936
25. Corning Glass	Facilities Engineers	2483 + 229	2911
27. Sandia Laboratories	Sandia #8	2494 + 411	2905
28. Sandia Laboratories	Sandia #4	2576 + 269	2873
29. Teledyne Cae	Big A's Boys	2472 + 393	2865
30. Corning Glass	Research Lab	2525 + 337	2862
31. PSNS Recreation	NIRA	2513 + 312	2825
32. Sandia Laboratories	Sandia #7	2393 + 423	2816
33. Teledyne Cae	Dynamites	2228 + 564	2792
34. Corning Glass	No Breaks	2233 + 554	2787
35. Teledyne Cae	Billy Boys	2284 + 477	2761
36. PSNS Recreation	Machinist Marine	2265 + 483	2748
37. Sandia Laboratories	Sandia #6	2172 + 569	2741
38. Sandia Laboratories	Sandia #2	2382 + 348	2730
39. Teledyne Cae	Teledyne Men #2	2286 + 411	2697
40. Teledyne	Strikers	2123 + 459	2582
41. PSNS Recreation	Boilermakers	no score	
42. Doall Co.	The Besters	no score	

WOMEN'S DIVISION	Team	Score + Handicap	Total
1. Raybestos-Manhattan	Bowlerettes	2345 + 508	2853
2. Bethlehem Steel	Kalina	2381 + 443	2824
3. Corning Glass	Goof Balls	2575 + 186	2761
4. Bethlehem Steel	Clemens	2223 + 528	2751
5. Johnson Wax	Future	2199 + 537	2736
6. Atwood Vacuum Co.	Riaa Atwood #1	2294 + 441	2735
7. Bethlehem Steel	Steinmetz	2006 + 720	2726
8. Sandia Laboratories	Sandia #3	2210 + 497	2707

continued on following page

## Bowling Results continued

9. Johnson Wax	Sunny Lemon	2040 + 659	2699
10. Sandia Laboratories	Sandia #1	2367 + 326	2693
11. Flick-Reedy Corp.	Women	2209 + 450	2659
12. Teledyne Cae	Teledyne Ladies #4	2176 + 459	2635
13. Corning Glass	5 Pins	2431 + 195	2626
14. Teledyne Cae	Teledyne Ladies #2	2081 + 533	2614
15. Corning Glass	The Pro's	2281 + 270	2551
16. Atwood Vacuum Co.	Ria Thurs. Nite	1904 + 643	2547
17. Raybestos-Manhattan	Midnight Mixed	1998 + 542	2542
18. Atwood Vacuum	Atwood #2	2089 + 407	2496
19. Sandia Laboratories	Sandia #5	1903 + 587	2490

## professional services directory

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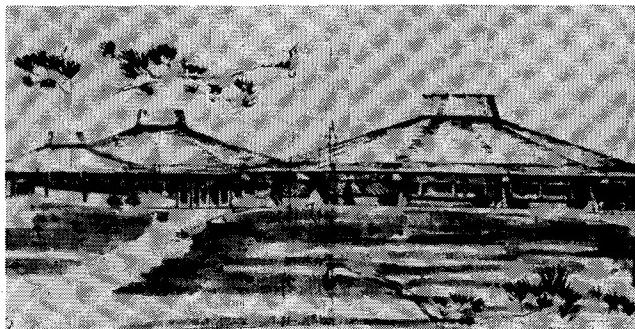
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CIRCLE READER SERVICE CARD NO. 30

# You ought to know us by the companies we keep.



**BOEING**



**TEXAS INSTRUMENTS**  
INCORPORATED

**National Industrial  
Recreation Association**

**The Action Organization**

The National Industrial Recreation is known by the companies it keeps — year after year. Over 1,200 company members represent NIRA, which was established in 1941. Through cooperation and interaction, they have helped each other develop the finest recreation programs and services for their employees. NIRA, the only association of its kind in the world, provides "ready-made" programs for immediate implementation, technical advice and other valuable services. These services are designed for developed or underdeveloped programs and for full-time, part-time or volunteer coordinators of employee activities. NIRA is a vital communications link between members. This is why the Association has grown steadily in value and recognition. And this is why you really owe it to yourself to find out what benefits you and your employees might be missing. NIRA is ready to help. Get the entire story. No obligation — just information. Write: Director of Membership, NIRA, 20 N. Wacker Drive, Chicago, Illinois 60606, Phone: (312)-346-7575.

# Greetings to NIRAs 35th Annual Conference and Exhibit

THE WHITE HOUSE  
WASHINGTON

March 8, 1976

It is a pleasure for me to greet the delegates at the Thirty-fifth National Conference and Exhibit of the National Industrial Recreation Association.

Americans have always prided themselves on their capacity for work and their ability to produce. But just as the work ethic is basic to our national culture and high standard of living, so, too, is recreation essential to our well being.

Industrial recreation is particularly important in our fast moving society. It refreshes mind and body and renews the spirit. It permits us to work at a higher performance level and sharpens our focus for responding to the routine as well as the unexpected challenges that frequently beset us.

Work and recreation are partners. Each enhances the value of the other. Both will play critical roles as we intensify our efforts to increase the level of our national productivity.

I send my very best wishes to all who participate in your 1976 sessions, and hope that they will be highly rewarding for you and for the nation you serve.

*Gerald R. Ford*



## Salute to Conference Sponsors

NIRA extends special thanks to the several sponsors who helped make this year's Conference and Exhibit entertaining and convenient, as well as educational. Throughout the five-day Milwaukee gathering, delegates will benefit from the support of these friends of NIRA.

On Friday, May 21, for instance, delegates will take a first-hand look at Milwaukee's fame: her breweries. **Pabst**, **Miller**, and **Schlitz** Brewers will host personal tours for NIRA Conference delegates and their spouses. Each brewery, too, will host a dinner for its visitors. For this event, the **Milwaukee Industrial Recreation Council** (MIRC) will provide door-to-door transportation.

On Sunday afternoon, the MIRC will again spon-

sor transportation for delegates and their spouses. This time, the group will travel to the fine **Johnson Wax** recreation facility at Armstrong Park. NIRA and Johnson Wax will co-host a casual Bar-B-Que lunch at the Park. Later in the evening, the Exhibitors will host the Presidents' Ball reception. **Warner Bros. Inc.** will host the social highlight of the entire Conference week, the Sunday evening Presidents' Ball.

Well-known among NIRA members for its exclusive new film program, Warner Bros. will also host a special screening of its popular film, "Alice Doesn't Live Here Anymore" as part of the spouses' program, Monday afternoon. Also on Monday, the MIRC will provide transportation for a dinner and show at Allen-Bradley Company.

# SUPPORT YOUR SUPPLIERS

The delegates and exhibitors at the 1976 NIRA Conference and Exhibit need one another. Together, we form a strong, growing Association of mutual benefit to everyone involved.

We are a cross-section of the National Industrial Recreation Association and its friends. Organization and individual delegates represent people in need of recreation information and services. They join NIRA to learn more about effective recreation programming. They join to meet other recreation professionals and exchange ideas with them. They join in order to gain the group buying power that a large, international organization such as NIRA can command.

Suppliers work with NIRA to bring their goods and services to the attention of recreation professionals. Because the Association includes so many potential customers for them, suppliers are often prepared to offer special discount programs for the hundreds of thousands of employees in NIRA organizations.

Suppliers meet NIRA members in three ways. Some advertise in NIRA's *Recreation Management* magazine. Others display their goods and services at the annual Conference and Exhibit, where they enjoy the opportunity to meet NIRA people personally. Others join NIRA as Associate members and take an even more active part in the Association's support and advancement. Some suppliers take all three routes: as advertisers, exhibitors, and full Associate members.

In any case, the suppliers deserve our support. Not only do they make goods and services available to our employees — often at handsome savings — but they also contribute to the total financial vitality of NIRA itself. Their dues (considerably higher than other members') and their prestige make it possible for us to continue and expand the services that make NIRA a valuable Association for all of us.

— **Mike Fryer**  
NIRA Executive Director

# A sport for all seasons. Platform tennis.

## Now your employees can play year-round and the advantage is all yours.

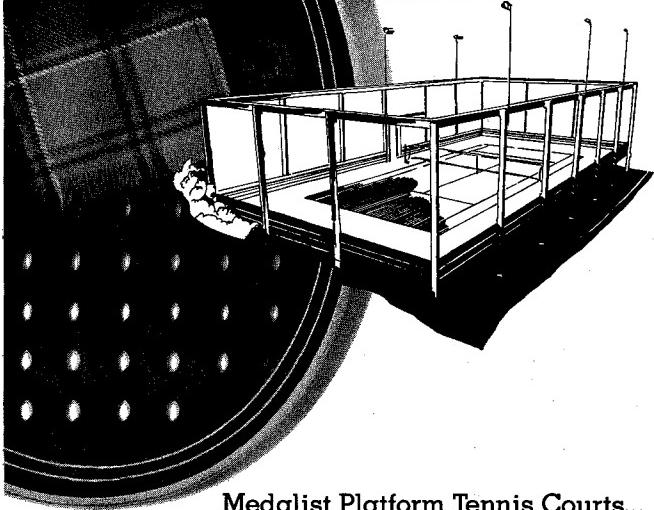
Let's face it. In most parts of the country, tennis and other outdoor sports are limited to the warmer weather months.

But there is a popular new sport which answers the need for outdoor winter recreation. Platform tennis. Your employees will appreciate the availability of an exciting outdoor activity during the winter. And we think you'll appreciate the positive effect platform tennis will have on employee relations and morale.

Not just any platform tennis court will do, however. A good court must be durable, long on life expectancy, short on maintenance requirements and sensibly priced. At Medalist Standard Steel, we believe our courts amply meet these criteria. But don't take our word for it. Take a look for yourself. For more information, call or write:

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# CONFERENCE PROGRAM

## FRIDAY, MAY 21

**8:00 AM — 1:30 PM** Registration and Welcome

*Creole Room*

Chairman: Lawrence Luedke, Wisconsin Gas

**8:00 AM — 1:30 PM** Registration and Special

Welcome for New Members and First-time  
Delegates

*Creole Room*

Chairman: Andrew Zadany, Corning Glass

**8:00 AM — Noon** 1975-76 Board of Directors

Meeting

*Suite D*

William DeCarlo, presiding

**1:30 PM — 1:45 PM** Official Conference

Opening/General Session

*Suite A and B*

Welcome by NIRA President William DeCarlo,  
Xerox

**1:45 PM — 2:45 PM** General Session

*Suite A and B*

"The Profitability of Corporate Recreation Pro-  
grams to the Employer" (Part I of a two-part  
series)

Speaker: Richard Morey, President Control  
Analysis Corp.

Chairman: Brent Arnold, Xerox

Vice-Chairmen: Ray Kapper, Firestone Tire &  
Rubber

**3:00 PM — 3:45 PM** Concurrent Sessions

**(A) "Retirees—Don't Forget Them"**

*Rust Room*

Speaker: Peter A. Dickison, Editor, *The  
Retirement Letter*

Chairman: Susan Stindle, Johnson Wax

Vice-Chairman: Mitch Adams, Xerox

**(B) "How to Budget in Today's Economy"**

*Cold Room*

Speaker: Richard Brown, General Manager,  
Texins Association, Texas Instruments

Chairman: Howard Saretsky, Accountant,  
Chicago

Vice-Chairman: Jack Rinaldo, Atwood Vac-  
uum Machine

**(C) "Liability: How to Cover Your Activities"**

*Red Room*

Speaker: Steven McKeel, Corporate At-  
torney, Johnson Wax

Chairman: Richard Wilsman, Johnson Wax

Vice-Chairman: Mark Armstrong, Xerox

**5:00 PM** Depart for Brewery Tour

Busses leave from hotel entrance

Visit Pabst, Miller, or Schlitz Brewery. Meal  
courtesy of each brewery; transportation cour-  
tesy of the Milwaukee Industrial Recreation  
Council.

Chairman: Richard Zaborski, Pabst Brewing  
Transportation Chairman: Ray Tuchel, Badger  
Die Casting

## SATURDAY, MAY 22

**8:00 AM-11:00 AM** Regional Breakfasts, NIRA

Business Meetings, Discussions, and  
Educational Programs, Elections.

Concurrent Regional Discussions:

"The Recreation Administrator—Where Do I  
Belong Within the Company Structure?" "Con-  
ceiving New Clubs and Activities"

**Region I — Rust Room**

Chairman: Von Conterno, Pratt & Whitney

**Region II — Cold Room**

Chairman: George Mullen, Frigidaire ERA

**Region III — Bisque Room**

Chairman: Eugene Miller, Michigan Bell Tele-  
phone

**Region IV — Red Room**

Chairman: Ned Medley, Orlando Naval Train-  
ing Center

**Region V — Cajun Room**

Chairman: Elizabeth Burchard, Northwestern  
Bell Telephone

**Region VI — Green Room**

Chairman: Jack Frain — McDonnell Douglas

**Region VII — Orange Room**

Chairman: Ray Mendoza, Convair Division of  
General Dynamics

**Region VIII and Region IX — Brown Room**

Co-Chairman: George Grigor, Kodak Canada  
Jose Amores, Dinamica In-  
dustrial

**8:00 AM-Noon** Exhibitors Set-up and Continental

Breakfast

*Exhibit Hall*

**11:10 AM-Noon** New Members' and First-timers' Meeting  
*White Room*  
 "What a National Association Can Do For You and Your Programs"  
 Speakers: Mark Armstrong, Xerox, Vice President of NIRA  
 Stephen Waltz, Cummins Engine, Vice President of NIRA  
 "What are the Advantages of CIRA/CIRL?"  
 Speaker: John Tutko, Headquarters, USAF, CIRA/L Chairman  
 Chairman: William DeCarlo, Xerox  
 Vice-Chairman: Patrick Stinson, NIRA Staff

**11:10 AM-Noon** Meeting for Session Speakers, Chairmen, and Vice-Chairmen  
*Suite D*  
 Speaker: Kirt Compton, Kodak  
 Chairman: Jack Frain, McDonnell Douglas

**Noon-1:15 PM** Lunch on Own for Delegates  
 Hotel dining room open

**Noon-1:30 PM** Exhibitors' Luncheon  
 Hosted by NIRA  
*South Ballroom*  
 "Selling to the NIRA Market"  
 Speaker: Michael Fryer, Executive Director, NIRA  
 Chairman: Arnold Light, Worldways Travel  
 Vice-Chairmen: Jim Harkins, New England Art Publishing

**Noon-1:15 PM** Hosted Social Hour for CIRA's/CIRL's  
*North Ballroom*  
 Cash Buffet Available

**1:15 — 2:00 PM** Concurrent Sessions  
**(A)** "What Your City Can Do for Industrial Recreation"  
*Rust Room*  
 Speaker: Tony Faupl, Director of Municipal Athletics Department, Milwaukee Public Schools, Recreation Division  
 Chairman: Gloria Boyles, Union Carbide  
 Vice Chairman: James Fassanella, Rochester Gas and Electric

**(B)** "Physical Fitness in Business and Industry Today"  
*Expo Hall Conference Room*  
 Speaker: Brent Arnold, Director of Physical Fitness, Xerox  
 Demonstrations: Universal Athletic Sales Helo-MacLevy  
 Chairman: Richard Dowdall, Hamilton Standard

Vice-Chairman: Andy Zadany, Corning Glass

**(C)** "How to Obtain the Proper Mix of Employee Activities" (Part II of a two-part series)  
*Gold Room*  
 Speaker: Atam Lalchandani, Vice President Control Analysis  
 Chairman: Ed Hilbert, Battelle Memorial Institute  
 Vice-Chairman: George Grigor, Kodak Canada

**2:15 — 3:00 PM** Concurrent Sessions  
**(A)** "So You're Not a Recreation Administrator but You Have a Recreation Program to Run"  
*Rust Room*  
 Speaker: John Spears, Assistant Director — Personnel Relations, State Farm Insurance  
 Chairman: John Leslie, 3M  
 Vice-Chairman: Stephen Waltz, Cummins Engine

**(B)** "The New Group Travel Options — How Will They Affect Your Travel Program?"  
*White Room*  
 Speakers: George Bradley, Director — NIRA Sales, American Express  
 Bernie Chabot, Vice-President of Sales, Eastern Steamship Lines  
 Keynote Speaker: John Sprague, British Airways.  
 Chairman: Charles Bloedorn, Goodyear Tire & Rubber  
 Vice-Chairman: Elizabeth Burchard, Northwestern Bell

**(C)** "Broaden Your Scope of Services Through Company Stores and Merchandise Distribution Programs"  
*Gold Room*  
 Speakers: Ed Bobigan, President, Fairway Catalog Showrooms  
 Richard Morrison, President, Direct Marketing Associates  
 Chairman: Von Conterno, Pratt & Whitney Aircraft  
 Vice-Chairman: Richard Brown, Texas Instruments

**4:00 — 7:00 PM** Grand Opening of Exhibits  
*Expo Center*  
 Chairman: Kirt Compton, Kodak  
 Vice-Chairman: Steve Edgerton, Xerox

**7:00 PM** Dinner on Own  
 Suggestions available

**9:00 PM** Exhibitors' Hospitality Suites Open  
 See Hospitality Announcement Board in hotel lobby for locations

## SUNDAY, MAY 23

### 10:30 AM — Noon Annual Meeting

*Suite A and B*

NIRA Annual Meeting and Election of Officers  
William De Carlo, presiding

### 10:30 AM — Noon Exhibitors' Education Session

*Suite D*

"How to Develop a Marketing and Sales Plan"

Speaker: Dr. E. Jerome McCarthy, Michigan State University

Chairman: Clay Blaylock, Frontier Airlines

Vice-Chairman: Howard Shanker, Shanker Industries

### 12:30 — 4:00 PM Tour of Johnson Wax Facility — Armstrong Park

Busses depart from hotel entrance

**1:00 PM** Bar-B-Que lunch hosted by NIRA and Johnson Wax, followed by educational sessions: "Club/Activity Discussions." Transportation courtesy of Milwaukee Industrial Recreation Council.

Chairman: Richard Wilsman, Johnson Wax

Transportation Chairman: Ray Tuchel, Badger Die Casting

### 6:30 — 8:30 PM Exhibit Hall Party

Presidents' Ball Reception, hosted by the Exhibitors

*Expo Center*

Chairman: Kirt Compton, Eastman Kodak

Vice-Chairman: Steven Edgerton, Xerox

### 8:30 PM Presidents' Ball

Tribute to William DeCarlo, 1975-76 President and Roy McClure, 1976-77 President

*New Orleans Ballroom*

Dinner and the evening sponsored by Warner Bros. Inc.

Entertainment by a live dance band

Master of Ceremonies: John Tutko, Headquarters, USAF

Chairman: Kirt Compton, Eastman Kodak

Vice-Chairman: Steven Edgerton, Xerox

## MONDAY, MAY 24

### 8:00 — 10:30 AM Exhibit Hall Session and Continental Breakfast

*Expo Center*

### 8:00 — 9:45 AM CIRL/CIRL Breakfast

*Bisque Room*

"Contributions of the Professional"

Speaker: Mel Byers, NIRA Consultant

Chairman: John Tutko, Headquarters, USAF

Vice-Chairman: Joe Smith, Puget Sound Naval Shipyard

### 10:45 AM — Noon General Session

*Suite A and B*

"Developing a Successful Recreation Program"

Speakers (NIRA Past Presidents):

Charles Bloedorn, Goodyear Tire & Rubber

Edward Bruno, 3M

Patrick Feely, Jr., Falk

Chairman: Micheal McDaniel, Kerr-McGee

Vice-Chairman: Ellis Rhodes, Solar

### Noon — 1:00 PM Lunch on Own

Hotel dining room open

### 1:00 — 2:30 PM Workshop for Exhibitors, by topic:

#### (1) Travel — *Rust Room*

Chairman: John Beams, The Galt House

#### (2) Products, Equipment, and Ticket Programs — *Green Room*

Chairman: Bert Albert, Readers' Digest

#### (3) Service Programs (Trade Association Services) — *Orange Room*

Chairman: John Grubar, National Rifle Association

### 1:00 — 2:30 PM General Session

*Suite A and B*

"Industrial Recreation Marriages — What Kind of Life Should It Be or Could It Be?"

Speakers: Paula and Dick McDonald, authors of *Loving Free*

Chairman: Richard Zaborski, Pabst Brewing

Vice-Chairman: Miles Carter, McLean Trucking

### 2:45 — 3:30 PM Concurrent Sessions

#### (A) "Recreation Facilities — Rent or Build Your Own" — *Red Room*

Speakers: Jerre Yoder, General Dynamics  
Steven Edgerton, Xerox

Resource Person: Ray Mendoza, Convair  
Division of General Dynamics

Chairman: Flores Hess, State Farm Insurance  
Vice-Chairman: Rich Dowdall, Hamilton Standard

#### (B) "No, You Can't Have the Gym" (Coed Programming) — *Rust Room*

Speaker: Grace Pishula, Physical Education Coordinator, Unified School District of Racine

Resource Person: Edward Bruno, 3M

Chairman: Michael Brown, R.R.

Donnelly & Son

Vice-Chairman: Marjorie Keane,  
Continental Illinois National Bank

**4:00 PM** Tour of Allen-Bradley Facilities  
Busses depart from hotel entrance  
Show hosted by Allen-Bradley. Dinner hosted by NIRA; transportation courtesy of the Milwaukee Industrial Recreation Council.

**9:00 PM** Exhibitors hospitality suites open  
See Hospitality Announcement Board in hotel lobby for locations

## TUESDAY, MAY 25

**8:00—10:00 AM** Final Exhibit Hall Session and Continental Breakfast  
*Expo Center*  
"Exhibit Hall Jamboree and Merchandise Prize Drawings"  
Master of Ceremonies: Michael Fryer, NIRA Executive Director  
Chairman: Kirt Compton, Kodak  
Vice-Chairman: Steven Edgerton, Xerox

**10:00—10:30 AM** Exhibitors' Critique and Election of Officers to the Exhibitors' Advisory Committee  
*Expo Center Blue Room*  
Chairman: Arnold Light, Worldways Travel  
Vice-Chairman: Jim Harkins, New England Art Publishing

**10:00 AM—Noon** Concurrent Sessions  
"Idea Exchange to Fit your Organization's Size and Needs"  
Organizations with under 1,000 employees —  
*Red Room*  
Speaker: Arthur Conrad, Flick-Reedy  
Chairman: Patrick Feely, Falk

Vice-Chairman: Alzora Cormack, SSP Products  
Organizations with 1,000—5,000 employees  
*White Room*  
Speaker: Steven Polaski, Sunstrand  
Chairman: Lawrence Deal, Inland Division, GMC (Ret.)  
Vice-Chairman: Elizabeth Burchard, Northwestern Bell Telephone

Organizations with 5,000 to 10,000 employees  
*Gold Room*  
Speaker: Ray Kapper, Firestone Tire & Rubber  
Chairman: John Leslie, 3M  
Vice-Chairman: Joe Smith, Puget Sound Naval Shipyard

Organizations with more than 10,000  
*Cajun Room*  
Speaker: Von Conterno, Pratt & Whitney Aircraft  
Chairman: Jim Moyer, Eastman Kodak  
Vice-Chairman: Charles Bloedorn, Goodyear Tire & Rubber

**10:00 AM—Noon** 1976-77 Board of Directors Meeting  
*Suite D*  
Roy McClure, presiding

**Noon—2:30 PM** Management Luncheon and Awards Ceremonies  
*New Orleans Ballroom*  
Chairman: Kirt Compton, Kodak  
Vice-Chairman: Steven Edgerton, Xerox  
Master of Ceremonies: Richard Zaborski, Pabst Brewing

Awards listed separately

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# SPOUSES' PROGRAM

## FRIDAY, MAY 21

- 8:00 AM — 1:30 PM** Registration and Welcome\*  
Creole Room  
Chairman: Susan Stindle, Johnson Wax
- 1:30 — 1:45 PM** Official Conference Opening/  
General Session\*  
*Suite A and B*  
Welcome by NIRA President William DeCarlo,  
Xerox
- 5:00 PM** Depart for Brewery Tour\*  
Busses leave from hotel entrance

## SATURDAY, MAY 22

- 8:30 — 9:30 AM** Get acquainted coffee hour  
*Suite 408 — 410*  
First Lady of NIRA, Jeannine De Carlo  
Chairman: Marie McClure
- 9:30 AM — 3:30 PM** Milwaukee sightseeing  
Busses depart from hotel entrance  
Mitchell Park Conservatory  
Shopping at Marshall Field & Company  
Lunch at "Pieces of 8" on Lake Michigan  
Milwaukee Art Center  
Villa Terrace, restored mansion tour  
Lake Front Tour
- 4:00 — 7:00 PM** Grand Opening of Exhibits\*  
*Expo Center*
- 7:00 PM** Dinner on Own\*
- 9:00 PM** Exhibitors' Hospitality Suites Open\*

## SUNDAY, MAY 23

- 12:30 — 4:00 PM** Tour of Johnson Wax Facility —  
Armstrong Park\*  
Busses depart from hotel entrance
- 6:30 — 8:30 PM** Exhibit Hall Party\*  
President's Ball Reception hosted by the  
Exhibitors  
*Expo Center*
- 8:30 PM** Presidents' Ball\*  
*New Orleans Ballroom*

## MONDAY, MAY 24

- 8:00 — 9:30 AM** Exhibit Hall Session and  
Continental Breakfast\*  
*Expo Center*
- 9:40 — 11:45 AM** Film Presentation  
*Suite D*  
"Alice Doesn't Live Here Anymore"  
Sponsored by Warner Bros. Inc.
- Noon — 1:00 PM** Lunch on Own\*  
Hotel dining room open
- 1:00 — 2:30 PM** General Session\*  
*Suite A and B*  
"Industrial Recreation Marriages — What Kind  
of Life Should It Be or Could It Be?" Speakers:  
Paula and Dick McDonald, authors of *Loving  
Free*
- 4:00 PM** Tour of Allen-Bradley Facilities\*  
Busses depart from hotel entrance
- 9:00 PM** Exhibitors' hospitality suites open\*

## TUESDAY, MAY 25

- 8:00 — 9:15 AM** Final Exhibit Hall Session and  
Continental Breakfast\*  
*Expo Center*
- 9:30 — 11:00 AM** Educational Session  
"The Art of Belly Dancing" — Performance and  
Teaching Session  
*El Robo's Room*  
Instructors: Abduhl Alwan, Village Bazaar  
Kim Burkard, Village Bazaar
- Noon — 2:30 PM** Management Luncheon and  
Awards Ceremonies\*  
*New Orleans Ballroom*

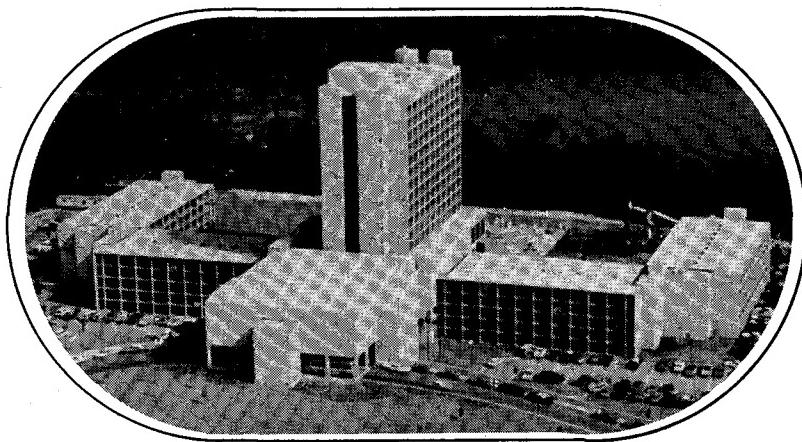
\*Concurrent with Delegates' Conference Program

**Spouses are cordially invited to attend all of the delegates'  
educational sessions and to visit the exhibits.**

## "Alice Doesn't Live Here Anymore"

... won an Academy Award for star Ellen Burstyn and critical praise for co-star Kris Kristofferson.

Featured in the Spouses' Program, courtesy of Warner Bros. Inc., a NIRA Associate member



THE DUTCH INN hotel is honored to have been selected as headquarters for your May, 1977 Conference. We thank you for the privilege of hosting this meeting and wish to thank the NIRA Officers and Directors for their vote of confidence. In future issues of *Recreation Management* we will be acquainting you with some of the fine recreational and amusement facilities you will be enjoying here next year.

Warmest regards,

Donald L. Rose  
Director of Sales  
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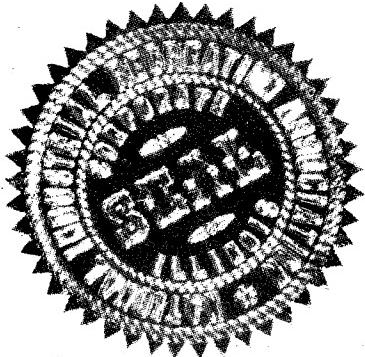
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See our  
Booth #29  
NIRA Conference  
& Exhibit

CIRCLE READER SERVICE CARD NO. 60

RM, May/June, 1976

Check the August issue, *Recreation Management* for a full account of the 1976 NIRA Conference & Exhibit



# 1976 NIRA Awards

To be presented at the Milwaukee Conference

## CITIZENS SAVINGS AWARD

*In cooperation with the Citizens Savings Foundation  
For outstanding overall recreation programs*

Over 10,000 employees:	State-USIA Recreation Association Washington, D.C.
5,000 to 10,000 employees:	Kaiser Steel Fontana, California
1,000 to 5,000 employees:	First National Bank in Dallas Dallas, Texas
Under 1,000 employees:	Flick-Reedy Corporation Bensonville, Illinois

## NIRA CERTIFICATES OF EXCELLENCE

*For outstanding individual recreation activities*

"Junior Softball"	— Kodak Rochester, New York
"Outing Club"	— Pratt & Whitney Aircraft Club East Hartford, Connecticut
"Vacation Club"	— 3M Lake Elmo, Minnesota
"Radio Control Club"	— 3M Lake Elmo, Minnesota
"Motorcycle Club"	— McDonnell Douglas St. Louis, Missouri
"Light a Christmas Candle"	— First National Bank in Dallas Dallas, Texas
"Health Club"	— Convair Recreation Association General Dynamics San Diego, California
"Recreation Facility Addition and Upgrading"	— Kaiser Steel Fontana, California

## PROMOTIONAL AWARDS

*For outstanding publicity efforts*

### I Best promotional handbook, membership brochure, activities guidebook, or membership directory

First Place:	Texas Instruments Dallas, Texas
Second Place:	State-USIA Recreation Association Washington, D.C.
Third Place:	Texas Instruments Dallas, Texas

### II Best single-activity publicity piece

First Place:	Continental Illinois National Bank Chicago, Illinois
Second Place:	Battelle Memorial Institute Columbus, Ohio
Third Place:	Battelle Memorial Institute Columbus, Ohio

### III Best Single-Activity promotional Campaign

First Place:	Ratheon ESD Goleta, California
Second Place:	Texas Instruments Dallas, California
Third Place:	Bethlehem Steel Chesterton, Indiana

## DISTINGUISHED SERVICE AWARD

Distinguished Service Awards — **for outstanding contributions to the increased effectiveness of NIRA** — will be presented to four individuals at the Milwaukee Conference and Exhibit.

**Even more  
AWARDS**

**will be presented  
at the  
Milwaukee  
Conference & Exhibit**



**Watch for a  
full report in the  
August RM**

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NIRA Conference & Exhibit**



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## Curacao Adventure

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From April 22 to Dec. 12 For a  
Weeks Treat at a Caribbean  
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# CONFERENCE SPEAKERS

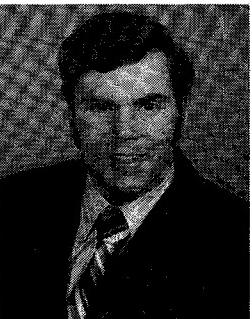
Photos unavailable for:

**Richard Morrison**

**John Thomas**



**Mark Armstrong**



**W. Brent Arnold**



**Edward Bobigan**



**George Bradley**



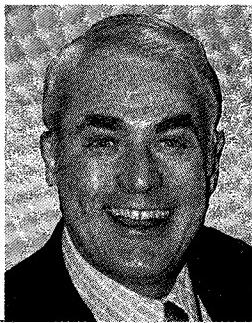
**Richard Brown**



**Melvin Byers**



**Bernard Chabot**



**Peter Dickison**



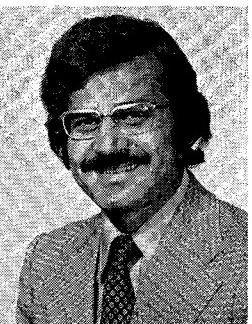
**Steven Edgerton**



**Anthony Faupl**



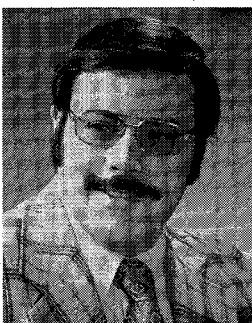
**Jack Frain**



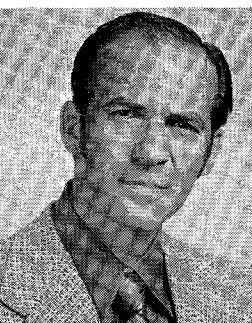
**Atam Lalchandani**



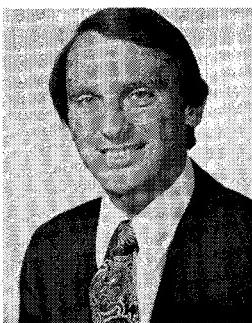
**E. Jerome McCarthy**



**Steven McKeel**



**Raymond Mendoza**



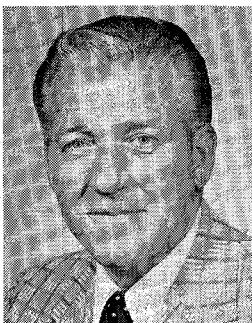
**Richard Morey**



**Grace Pishula**



**John Spears**



**John Tutko**



**Stephen Waltz**



**Jerre Yoder**



**Paula and Richard McDonald**

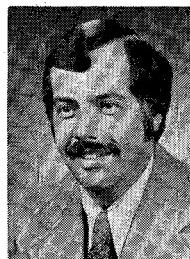
# CONFERENCE CHAIRMEN



Conference Co-Chairman  
**Miles Carter**  
McLean Trucking



Conference Co-Chairman  
Special Events Co-Chairman  
**Richard Wilsman**  
Johnson Wax



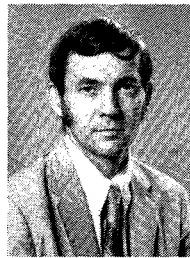
Program Chairman  
**Kirt Compton**  
Eastman Kodak



Public Relations Chairman  
**Arthur Conrad**  
Flick-Reedy



Exhibit Hall Manager  
**John Davis**



Asst. Program Chairman  
**Jack Frain**  
McDonnell Douglas



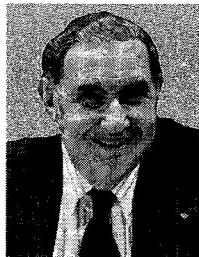
Exhibitors Representative  
**Arnold Light**  
Worldways Travel



Registration Chairman  
**Lawrence Luedke**  
Wisconsin Gas



Asst. Program Chairman  
**Ned Medley**  
Orlando Naval Center



Associate Members' Representative  
**Dave Shanker**  
Shanker Industries



Special Events Co-Chairman  
**Walter Sprangers**  
Allen-Bradley



Spouses' Program Chairman  
**Susan Stindel**  
Johnson Wax



Door Prize Chairman  
**Stephen Waltz**  
Cummins Engine



Welcoming Committee Chairman  
**Andrew Zadany**  
Corning Glass

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**Michael McDaniel**  
Kerr-McGee

Conference Travel Coordinator  
**Joe Ros**  
Loyal Travel

Security Chairman  
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Puget Sound Naval Shipyard

Local Transportation Chairman  
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See our Booth #37, NIRA Conference & Exhibit

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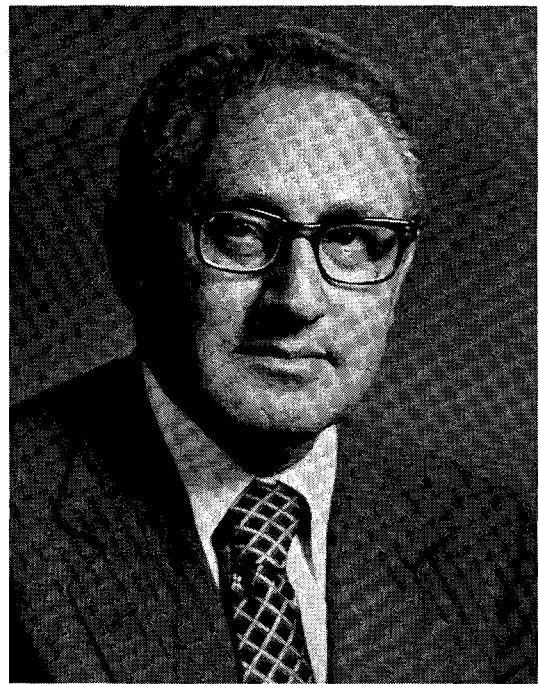
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CIRCLE READER SERVICE CARD NO. 27

# 1976 NIRA EXECUTIVE AWARD

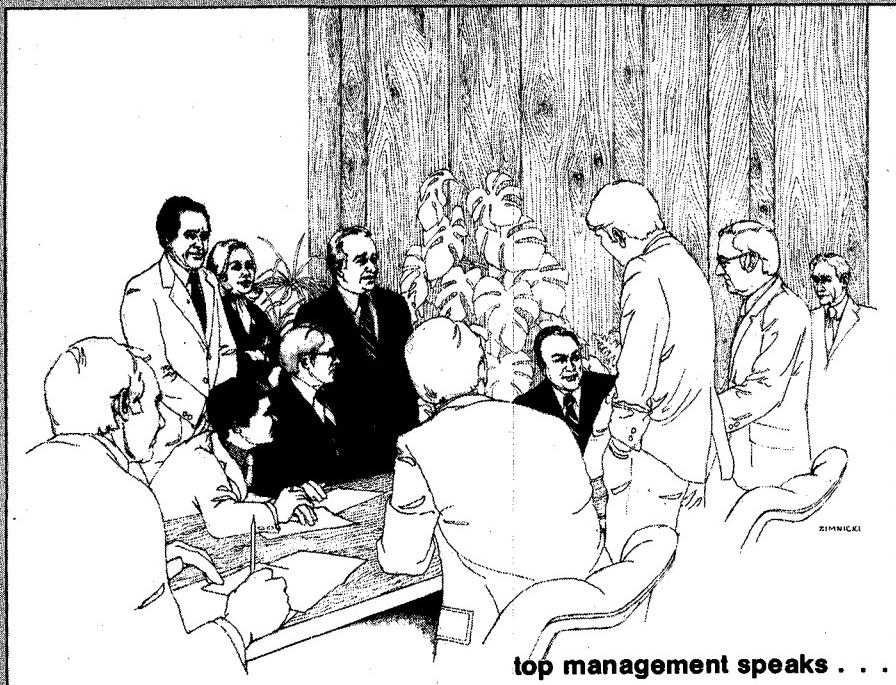
State-USIA  
Recreation Association

Secretary of State  
Henry R. Kissinger



This year's Executive (Employer of the Year) Award honors the excellent all-around recreation program of the State Department — United States Information Agency Recreation Association, Inc. Under the immediate direction of Louis R. Mertens, the program addresses the recreation needs of all employees, including State Department head, Dr. Henry A. Kissinger. The Executive Award will be accepted at the Milwaukee Conference by Assistant Secretary of State for Administration John M. Thomas. The August RM will tell more about the award-winning State-USIA program.

*Just off the NIRA press*



top management speaks . . .

*The nation's leading businessmen tell why  
they support NIRA and industrial recreation*

Watch for the publication at the Milwaukee Conference  
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# NIRA PAST PRESIDENTS

1941-44 Dr. Floyd R. Eastwood,\* Los Angeles State College  
 1944-46 Edward B. DeGroote,\* Servel, Inc.  
 1946-47 James J. Walsh,\* Chrysler  
 1947-48 R. C. Skillman, Champion Papers, Inc.  
 1948-49 C. A. Benson, Eastman Kodak Company  
 1949-51 W. H. Edmund, Goodyear Tire & Rubber Company  
 1951-52 John R. Ernst,\* National Cash Register Co.  
 1952-53 William T. Prichard,\* General Motors  
 1953-54 A. H. Spinner, Armstrong Cork Company  
 1954-55 Ralph M. Isacken, Seeburg Corp.  
 1955-56 Carl Klandrud, Allis-Chalmers Manufacturing Co.  
 1956-57 Ben Kozman, Thompson Ramo Wooldridge, Inc.  
 1957-58 Kenneth Klinger, Consolidated Vacuum Corp.  
 1958-59 Thomas G. Croft, General Dynamics/Fort Worth  
 1959-60 John H. Leslie, Minnesota Mining  
 1960-61 Oskar Frowein, Republic Aviation  
 1961-62 Robert A. Turner, West Point Mfg. Co.  
 1962-63 Edward T. Mitchell, U.S. Steel Corp.  
 1963-64 Walter Dowswell,\* Motorola, Inc.  
 1964-65 Frank Davis, Lockheed-California Co.  
 1965-66 Charles Bloedorn, Goodyear Tire & Rubber Co.  
 1966-67 Larry M. Deal, Sr., Inland Mfg. Co.  
 1967-68 Patrick W. Feely Jr., The Falk Corp.  
 1968-69 Kenneth L. Kellough,\* North American

Rockwell Corp.  
 1969-70 A. Murray Dick, Dominion Foundries & Steel, Ltd.  
 1970-71 Martha L. Daniell, Nationwide Insurance Co.  
 1971-72 C. James Moyer, Eastman Kodak Co.  
 1972-73 Gary D. McCormick, Salt River Project, PERA Club  
 1973-74 Edward M. Bruno, 3M Company  
 1974-75 Miles M. Carter, McLean Trucking Company  
 1975-76 William B. DeCarlo, Xerox Corporation  
 \*deceased

See our Booth #25, NIRA Conference & Exhibit

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**AIR CANADA**

CIRCLE READER SERVICE CARD NO. 25



*Outgoing NIRA President Bill DeCarlo offered these observations as his 1975-76 term drew to a close.*

Roy McClure moves into the Presidency of NIRA at a time of impressive growth for the Association and for the concept of industrial recreation. Our members, present and future, realize as never before that recreation and employee services are necessities — not merely "frills" — in modern personnel relations. I am pleased to relinquish NIRA's leadership to Roy, knowing that the past year's accomplishments give him a solid base for the future growth of the Association.

Our membership increased in 1975-76, bringing more organizations and suppliers into NIRA. A significant factor in attracting new organizations has been the increasing list of valuable membership benefits. This year, the new

## DeCarlo steps down after successful term

**William B. DeCarlo**  
**Xerox**

NIRA/Warner Bros. Film Program opened the way for our members to enjoy current feature films at low rental rates, even before the movies reach national television outlets. Our long-term relationship with Warner Bros. will bring even more members into NIRA. Another valuable service, the Wise-Buy Program, also boosted NIRA's benefits this year. Through Wise-Buy, member organizations can offer their employees a wide variety of brand-name merchandise at substantial discounts.

NIRA's Board of Directors responded with concern to members' requests for expanded, improved tournaments and services in 1976. The reorganization of tournaments and services under the very capable leadership of Steve Waltz of Cummins Engine and Pat Stinson of the NIRA staff has made visible progress in this area. Steve has helped to im-

prove communications, both in mailings and through his new column in *Recreation Management*. We can look forward to even better services over the coming year.

NIRA achieved national recognition and praise in 1975-76. The national press consulted the Association frequently for information on the increasingly important field of industrial recreation. In our new, revised booklet, "Top Management Speaks . . ." leading American businessmen reaffirmed their support for NIRA goals.

Our significant progress over the past twelve months reflects well on both the Board of Directors and the headquarters staff in Chicago. the 1976 Conference and Exhibit illustrates the kind superb results which their cooperation achieves. I am sure that Roy McClure will find the same solid support during his 1976-77 term as NIRA President. □

# Members welcome 1976-77 NIRA President



Roy L. McClure  
Lockheed-Georgia

Roy L. McClure, Manager of Georgia Lockheed Employees' Recreation Club (GLERC) of the Lockheed-Georgia Company of Marietta, Georgia, is the President of the National Industrial Recreation Association for 1976-77.

McClure was elected to the post at NIRAs annual business meeting last June. He will assume his new office during the 35th Annual NIRAs Conference and Exhibit, May 21-26. He has attended eleven national NIRAs Conferences and has served on the Association's Board of Directors for six years.

After joining Lockheed-Georgia Company in 1951, McClure worked in the production control and quality control departments. During that time, he continuously served on the company's recreation council in leadership positions and participated in most activities offered in sports and hobbies. This early in-

terest involved him in organizing the company's camera club and in participating in baseball, softball, basketball, and bowling. He served for over four years as President of the Bowling Association.

Under McClure's management, the GLERC serviced over 33,000 employees at its peak. It presently offers about 75 diverse recreational activities to more than 10,000 employees, retirees, and their families in Marietta and at smaller feeder plants in Mississippi, South Carolina, and West Virginia.

Even after recent work force reductions, participation increased in Lockheed-Georgia's hobby clubs, whose activities are based on family-oriented programs and voluntary leadership. Employees continue to enjoy excellent facilities under McClure's direction. They include a physical fitness room, lighted baseball diamonds and tennis courts, a

27-acre lakeside camping/boating/picnicking area, a fully equipped darkroom, a shooting range, ceramic, lapidary, and radio rooms, a boat shop, and an auto garage.

During his term in office, McClure will encourage NIRAs improvement of association strength and services in both large and small member organizations. He will strenuously work to improve NIRAs growing financial security so that improved program services may be extended to all our present and future members.

Said McClure recently, "With the excellent support of all Board members, the work of the outstanding staff in the Chicago office, and the membership of professionals, we can only expect a continued development in all areas of membership, services, and programming."

McClure lives in Acworth, Georgia with his wife and daughter. □

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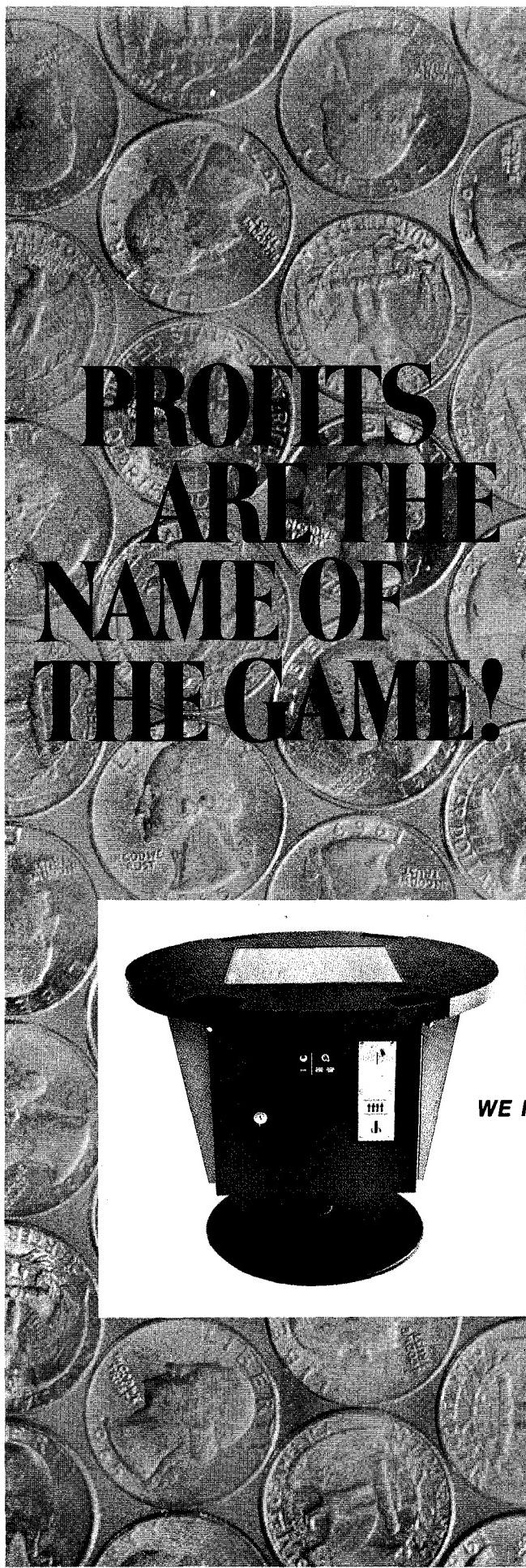
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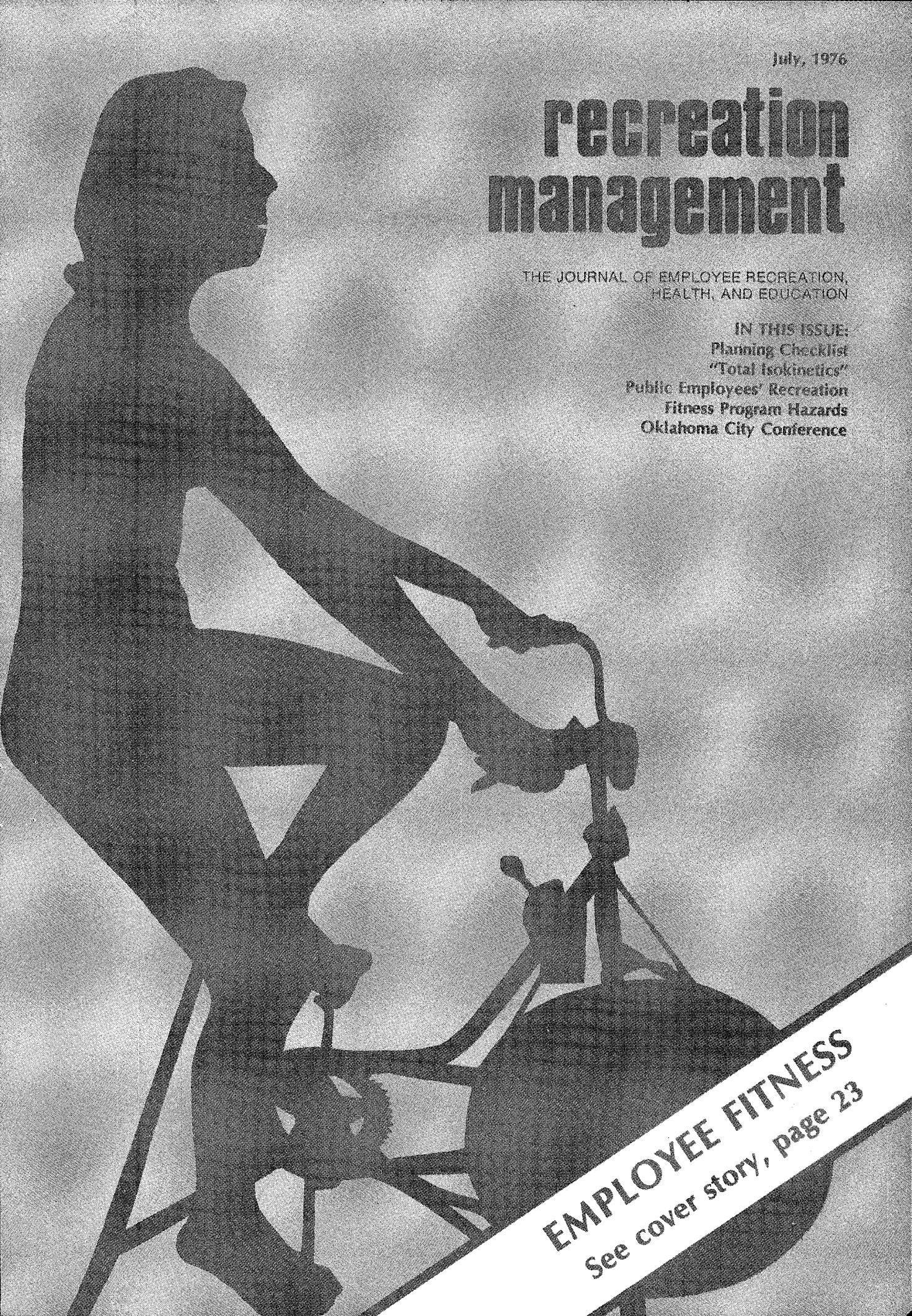
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# RECREATION management

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IN THIS ISSUE:  
Planning Checklist  
"Total Isokinetics"  
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Fitness Program Hazards  
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EMPLOYEE FITNESS  
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# El Salvador



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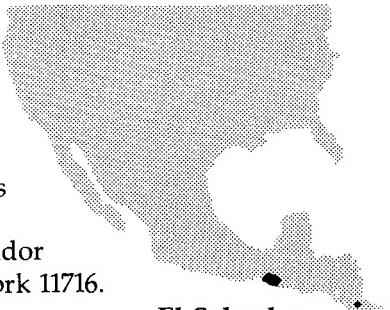
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THE JOURNAL OF EMPLOYEE RECREATION, HEALTH, AND EDUCATION

July, 1976

# recreation management

Volume 19, Number 5

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## about the cover



Forbes Magazine, like many other NIRA organizations, offers fitness facilities and programs for its employees. Such efforts help cut the costs of employee absenteeism and turnover. They also demonstrate that management is concerned about the health and welfare of employees and their families.

next month: Recreation Administration Conference & Exhibit Report

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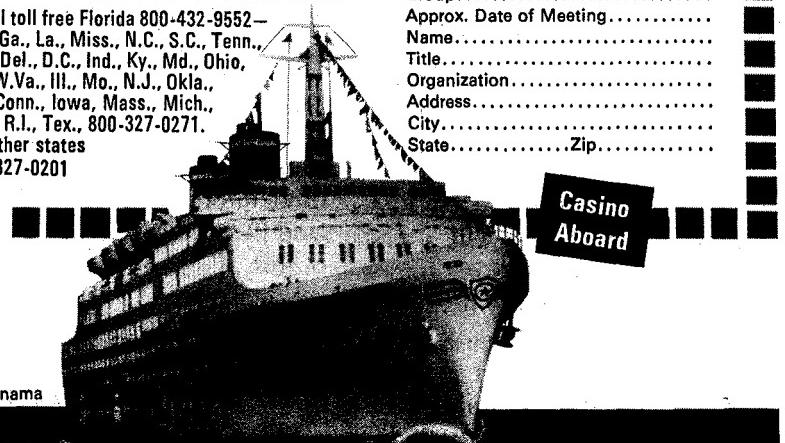
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about our members . . .

# nira news

## Goodyear worldwide Scout leader

Over 2,100 Boy Scouts and Scouters around the world look to Goodyear Tire & Rubber Company, a NIRA member, for leadership. According to a report released recently by Goodyear, the Akron, Ohio manufacturer is among the largest industrial sponsors of Scouting in the world.

In Akron alone, the company sponsors 33 units, serving 577 scouts. During 1975, the company's out-lying plants sponsored units in 16 additional sites.

Also in 1975, Goodyear continued its efforts to support scouting around the world. It sponsored thirteen units in eight foreign lands: Argentina, England, Greece, Guatemala, Jamaica, the Philippines, Thailand, and Venezuela. Political conditions prevented the company from sponsoring scouting in several other countries.

For information on the Goodyear scouting effort and suggestions about how to organize scouting units in your area, contact recreation director **Chuck Bloedorn** at Goodyear in Akron.

## MRC finds success in new publication

An attractive new monthly newspaper now serves the information needs of the Dallas-Ft. Worth Metroplex Recreation Council (MRC). Dubbed "MRC Pastimes," the two-color, 8-page tabloid boasts a substantial 30,000 circulation among the Council's nearly sixty members.

The newspaper is published for the MRC by Carma Publications in Dallas. Editor Mary Bell handles the newspaper on a no-cost basis for the Council. A veteran of over 30

years in publications, Bell assembles newsworthy material, takes photographs, sells advertising, and oversees the details of publication. She reserves space for MRC Executive Director Curt Mayhood's monthly column.

Distribution of the newspaper is handled by the MRC's individual members in a variety of ways. Texas Instruments sends it to employees via inter-house mail. Some government agencies in the Council mail it directly to employees' homes. Other companies place copies in high-traffic areas, while still others distribute it at their plant gates.

The publication is another in the series of successes for the still-young MRC. For a description of the MRC's own genesis two years ago, recheck the April, 1976 issue of RM for Dick Brown's article, "How to start an IRC in your community."

## Region VII Conference set for Oakland, Calif.

NIRA's west coast Region VII leaders are completing plans for their 26th Regional Conference and Exhibit. This year's gathering, scheduled for September 30 through October 3, will be held in the Edgewater Hyatt House in Oakland, California.

As RM went to press, leaders at the Oakland Industrial Recreation Association were putting final touches on their 1976 program. For more information, contact the Oakland IRA and check the August issue of RM.

## NBC goes all the way with ABC campaign

The National Bowling Council (NBC) recently announced a pre-

dent-setting television campaign for the coming fall season. The NBC's 1976 join-a-league drive will focus its efforts exclusively on ABC-TV — the first time the Council has directed its entire campaign toward television viewers.

"Laverne and Shirley" and "The ABC Sunday Night Movie", two of television's highest-rated shows in terms of viewer numbers, will lead the drive. Additional NBC spots will appear during "The Bionic Woman," "Donnie and Marie," and "The Friday Night Movie."

The Council's new commercial, "America's Gettin' Ready for Bowling," shows people everywhere getting down their bowling balls, dusting off their bags, and trying on their shirts in anticipation of the new league season.

The National Bowling Council is a non-profit education and service organization with thirteen members representing all areas of the sport. It is a NIRA member headquartered in Washington, D.C.

**NIRA Newsnotes . . . Artists of America**, a NIRA Associate member from Atlanta, Georgia, has released a new narrative recording by Lorne Greene. The Bicentennial single, entitled "The Spirit of America," is a tribute to the nation's 200th birthday . . . For the first time in **Home Lines** history, air/sea packages will be available from major U.S. cities for the cruise line's 7-day "Linger Longer" cruises. The packages offer substantial savings on roundtrip coach class airfare on scheduled airlines and may be teamed, after September 4, with Home Lines' economy rates to Bermuda . . . The Hotel Nikko de Paris, on the River Seine's left bank, has been added to the **Japan Air Lines (JAL)** Hotel system. The 32-floor hotel opened May 1, with a full array of deluxe facilities . . . **Marriott Hotels** added two new facilities to its property list in May. Included were the Marriott Perimeter Center Hotel in North Atlanta and the Santa Barbara Biltmore Hotel in California . . . Another NIRA Associate member, **Ramada Inn**, announced the opening of two new Ramada camping

areas. A 110-acre improved facility near Kent, Connecticut offers tennis courts, mini-golf, playgrounds, and lounges. A 25-acre improved site opened in Prescott, Arizona with a market, gift shop, service station, fishing lake, and more facilities. For a directory of Ramada Camp Inns, contact the Ramada Inn Executive Offices, P.O. Box 590, Phoenix, Arizona (602) 273-4605. Ramada also acquired the Wildwood Inn, an oceanfront resort hotel in Cape Cod County, New Jersey this spring . . . The baby was all of 28 inches long and tipped the scales at 30 lbs. The parents, Speedy and Jethro, are dolphins at **Sea World, Mission Bay**, near San Diego, California. □

## NOTICE

Several NIRA members have notified the headquarters office that they have received unwanted promotional mailings from Northwest Orient's Convention Sales department. Few NIRA members have any interest in convention planning services, as Northwest readily agrees.

After discussing the problem with Northwest's Director of Convention Sales, NIRA ascertained that our membership list had indirectly reached his office and become incorporated mistakenly in the departments' mailing list. Northwest has agreed to remove NIRA members' names from its promotion list and asks that members help speed the process.

If you receive any Northwest Orient Convention sales material by mistake, please return the address label on the envelope to Northwest with a note asking the company to remove you from its mailing list. This will help act as a double-check on the company's efforts to purge NIRA members' names from its mailings.

Of course, Northwest Orient's employee recreation program — unrelated to the company's sales areas — remains a member in good standing of NIRA as an organization member.

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# news in brief

## Study links fitness, longevity

Fitness habits will add years to the lives of American men and women, according to the results of a long-term study conducted by the California Health Department's Human Population Library. The study, begun in 1965, originally involved 7,000 residents of Alameda County, California. Preliminary results, reported recently by the President's Council on Physical Fitness and Sports, covered the first 5½ years of study and involved 350 deaths among the study group.

The study indicated that men can add 11 years to their life expectancies and women can expect seven "bonus" years by following seven basic rules of clean living:

- Get the right amount of sleep — on the average, eight hours per night for men, seven hours per night for women
- Eat a nutritious breakfast every day
- Eat three meals per day at regular times and avoid snacks
- Exercise regularly — preferably by participating in sports
- Control your weight
- Drink moderately, if at all — no more than one or two drinks per day
- Do not smoke cigarettes

A man who observes at least six of these good-sense rules can expect to live to the age of 78, according to Nedra Belloc, M.D., an author of the report. A man who abuses his health by observing three or fewer of the rules will be lucky to reach 67.

Doctors conducting the study are firmly convinced of the connection between clean living habits and long life. Said Lester Breslow, Dean of the School of Public Health in the University of California at Los Angeles, "The daily habits of people have a great deal more to do with what makes them sick and when they die than do all the influences of medicine. A man at age 55 who follows all seven good health habits has the same physical health status as a person 25 to 30 years younger who follows less than two."

## Ford's doctor advises on-the-job fitness

Rear Admiral William M. Lukash, President Ford's personal physician, strongly recommends that workers incorporate a fitness break into their daily routines. Lukash told the President's Council on Physical Fitness and Sports recently, "For executives or anybody else locked into the office routine, I think it is important to get out of the office situation at some point in the day, even if it's only for a brisk walk."

Lukash points to Ford himself as an excellent example of executive physical fitness. "He's in excellent physical shape," said Lukash, "and, considering his age and busy schedule, his adherence to a fitness program is remarkable."

Ford's fitness schedule begins at 5:30 each morning, with calisthenics, stationary bicycling, and weight lifting. He usually manages to fit in two sessions of swimming each day as well.

Lukash oversees the health of many presidential staffers in addition to Ford himself. Many of his patients make use of the White House fitness facilities which include stationary bicycles, weight equipment, a jogging machine, and mats. Staff policemen and Secret Service agents incorporate fitness training into their daily work schedules.

Lukash has served on the White House medical staff since 1967. He became President Ford's personal physician in August, 1974.

## Kids' fitness shows no improvement

American children are no more physically fit today than they were ten years ago, according to a recent study released by the Office of Education of the U.S. Department of Health, Education and Welfare (HEW). The report noted the disappointing contrast of 1965-1975 fitness scores with the 1958-1965 period, which showed dramatic improvement's in the fitness of American school children.

The study was conducted by the University of Michigan under a contract with the Office of Education. A nationally-selected sample of 7,800 boys and girls, aged 10-17, took the Youth Fitness Test designed by the American Alliance for Health, Physical Education and Recreation (AAHPER). The six-item test, arranged to monitor overall fitness, includes:

- *Pullups* (for boys) / *bent-arm hang* (for girls) to test arm and shoulder strength
- *Sit-ups* to test abdominal strength
- *Standing long jump* to monitor leg power
- *50-yard dash* for speed timing
- *Shuttle-run* to test agility
- *600-yard run-walk* to check endurance

Results for the study group were decidedly undramatic. Some minor improvements were recorded for teen-age girls, with the best scores falling in the 13-14-year old range. Later weakening in girls' scores, the study suggests, may be due at least in part to sociological influences which de-emphasize the importance of physical education for girls.

Fitness scores could be improved, according to Simon A. McNeely, a physician with the Office of Education, if physical education were more strongly encouraged for all students in the nation's school systems. Unfortunately, the study observes, "PE" has been down-played recently, for both budgetary and curriculum reasons.

## Hunting, fishing records up

A record 44 million Americans spent close to \$300 million on state hunting and fishing licenses last year, according to state license sales figures released recently by the U.S. Fish and Wildlife Service of the U.S. Department of the Interior.

"Both figures are record highs," said Service Director Lynn A. Greenwalt, "And they show that Americans continue to find hunting and fishing major pastimes." According to the Department of the Interior, one of every five Americans enjoys the outdoors by hunting and/or fishing.

The license sales figures represent an increase of \$26 million in state sales and 600,000 in license holders over 1974. Since some states do not require licenses for ocean fishing, or for fishing by children under 16 and senior citizens, these figures are considered to be conservative estimates.

continued  
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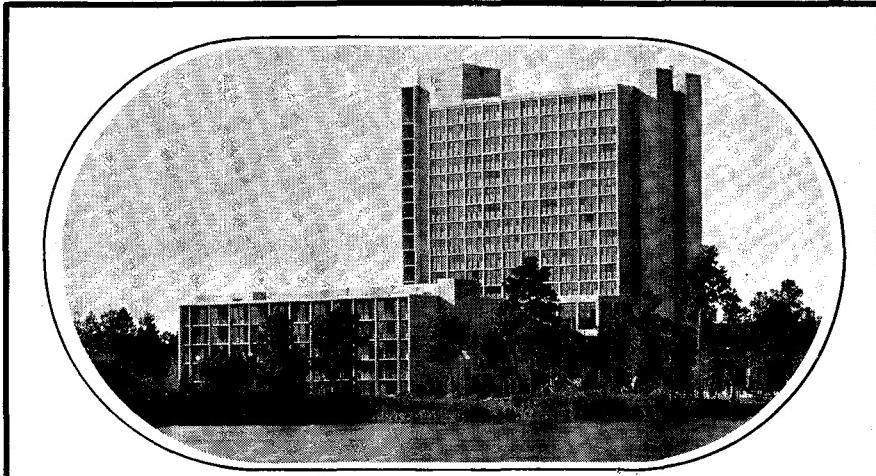
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## News in Brief continued

"The revenues derived from these license sales enable states to conduct their fish and wildlife conservation and management programs," Greenwalt said.

California led the nation in sales of fishing licenses with 5.9 million licenses, tags, permits, and stamps sold. Closest runner-up was Michigan with 1.7 million sold. Other very heavily fished states were Minnesota, Missouri, Oregon, Tennessee, Texas, and Wisconsin. Wisconsin also attracted the most out-of-state fishermen in the country with 360,000 visitors buying licenses last year.

Pennsylvania led all states in the nation last year in sales of hunting licenses with 1.8 million licenses, tags, permits, and stamps sold. California, Michigan, New York, and Texas ranked just below. Montana had the distinction of being the

most frequently visited by out-of-state hunters. Last year, over 127,000 non-resident permits were sold there.

### Road Runners Club offers jogging awards

The Road Runners Club of America (RRCA) has developed an awards program to give recognition and encouragement to those who run regularly. Under the Personal Fitness Program, a runner selects a distance goal to be achieved during a six-month period. The runner pays a nominal registration fee and selects a goal from among mileage categories of 150, 275, 500, and 800. At the end of the six-month period, the runner turns in his mileage record to the program coordinator and awaits his or her award for meeting the goal.

The Road Runners Club of America is a national organization of over 10,000 runners in 65 chapters. It was founded in 1958 to foster and encourage the development of long distance running as a means of healthy exercise. Its essential activities have been two: first, to encourage beginning runners through its "Run for Your Life" program and, secondly, to develop interest in running through the sponsorship of competitive distance running events.

For more information on the Road Runners and their programs, send a stamped, self-addressed envelope to:

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# names in the news

Catching up with **Mel Byers** is even more difficult now than it was before he retired from Owens-Illinois. When last mentioned in this column, Byers had been elected Executive Director of the Toledo Industrial Recreation and Employee Services Council (TIRES). Since then, he has secured offices for TIRES in a local Holiday Inn — an important step toward the formation of an Industrial Recreation Council in that area. As reported in other NIRA publications, 1975-76 NIRA President Bill DeCarlo appointed Byers Chairman of the Board of Governors of the NIRA Wise Buy Program, a national discount system for name-brand merchandise. Byers, the official NIRA consultant, edits the monthly key notes newsletter with his wife, **Martha Byers**, who manages employee recreation for Owens Illinois and is a newly elected Junior Director of NIRA. (For a full report of newly elected NIRA officers, check the August issue of RM.) Both Byerses are CIRA's.

• • •

**American Express . . . George Bradley, Jr.** has been named director — Incentive & Group Sales, Travel Division. His primary responsibility will be the marketing of American Express' new OTC charter programs.

• • •

**Greyhound . . . Nicholas E. Bade** has been appointed east coast director of marketing. He will be headquartered in Washington, D.C. **Norman M. Becker** is now vice President of Greyhound World Tours. **Robert E. Halpin** has been elected president of Greyhound World Tours, Inc., the Lines' Phoenix-based tour wholesaling subsidiary. Greyhound World Tour's new manager of tour planning is **Judith V. Jankus**.

• • •

**Holiday Inns . . . William B. Walton**, vice chairman of the Board of Holiday Inns, Inc. was presented the 1976 Golden Horseshoe, the United States travel industry's highest individual award. Walton was honored during the Discover American National Conference and Travel Mart, April 20-23, in Pittsburgh for his efforts in rendering outstanding service in the promotion and development of travel to and within the United States.

• • •

**Marriott Hotels . . . Ira Boyer** has been appointed consultant for travel industry marketing. He will serve as liaison between Marriott Hotels and tour operators and

carriers. **Paul A. Lazzaro** has been named director of marketing planning and services. He will supervise and coordinate marketing efforts in Mexico and Europe. **Robert S. Nichols** has been named executive director of Marriott Inns. He has responsibility for overall operations of the franchise division of the Marriott Hotels Group.

• • •

**Olin . . . William F. Steck** has been named vice president of marketing for the Winchester-Western Division of the Winchester Group, Olin Corporation. He will be responsible for the marketing of sporting firearms and ammunition worldwide.

• • •

**Ramada Inns . . . William F. Crow** has been named system sales coordinator for Ramada Inns, Inc. He will promote the services and facilities of Ramada Inns worldwide and will coordinate trade show and convention participation. **Max M. Marker** has been named national sales manager of the Atlanta sales office. He will oversee the Ramada Inns sales program in the Southeastern U.S.

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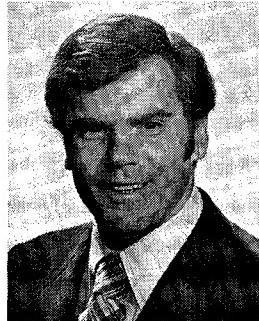
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# Before you start a fitness program . . .

## Take time to analyze your approach



By W. Brent Arnold

COMPANIES of every size have recognized the value of employee physical fitness programs. Many, however, are unsure about how to organize their own fitness systems. In this article, the manager of physical fitness and recreation for Xerox Corporation in Leesburg, Virginia outlines the basic considerations which should precede any organized fitness effort.

### Physical Fitness Concept

To begin a fitness program, some person or group of people in your organization must come up with the initial idea. The concept could start with interested people in the personnel or planning departments or could evolve from employees at any level of the corporate structure.

Once the idea of a physical fitness program has caught fire among employees, it must be sold to management on its own merits. The following points should be stressed when you are selling a physical fitness program:

- A. *Risk factors associated with poor fitness levels*
- B. *Physical fitness statistics showing that preventive medicine, including fitness programs, is good for people*

C. *Supporting testimony describing how corporations benefit from employee fitness programs*—it is important to establish, whenever possible, a correlation between improved employee fitness and an increase in morale and in productivity, on the one hand, and lowered absenteeism and employee turnover on the other. NIRA headquarters can put you in touch with member companies which may be able to supply such supporting information. You may also want to contact the President's Council on Physical Fitness and Sports for further information.

D. *Dollar value placed on the cost of replacing management personnel who may fall victim to heart attacks and other health crises associated with poor fitness.* Consider, for example, an executive who makes \$100,000.00 per year and works for a corporation that provides its people with good pensions, insurance, profit-sharing, and other benefits. If this executive dies from a heart attack, the corporation will lose not only the wealth of knowledge he or she has gained, but it will also lose between \$500,000 to \$1 million. This expense includes not only salary and benefits, but also the cost of locating and training another executive.

### Motivation/Communication

Before a fitness program can start in any corporation, employees, especially top management, must be educated in the value of physical fitness. Without this preliminary work, your physical fitness program will not get off the ground. Programs can be promoted by word-of-mouth as well as through company flyers, posters, and newsletters. Articles on people who have benefited

from fitness programs can be especially effective. Another motivating tool can be a well-publicized awards program involving the use of photos, certificates, and trophies. Other possible incentives include speakers and films.

## Personnel and Supervision

The planning of any fitness program must include provisions for personnel and supervision. These elements, in turn, depend on not only budget considerations, but also on the variety of people you intend to serve. Will they be executives only, or will middle management be included? Will there be any restriction on participation? Will employee's families be eligible to participate? These are all decisions that must be made before your program is opened to the employees.

In regard to administration, there will be several questions for you to consider. Who is going to make the selection of the physical fitness specialist or exercise physiologist? In whose department will this person

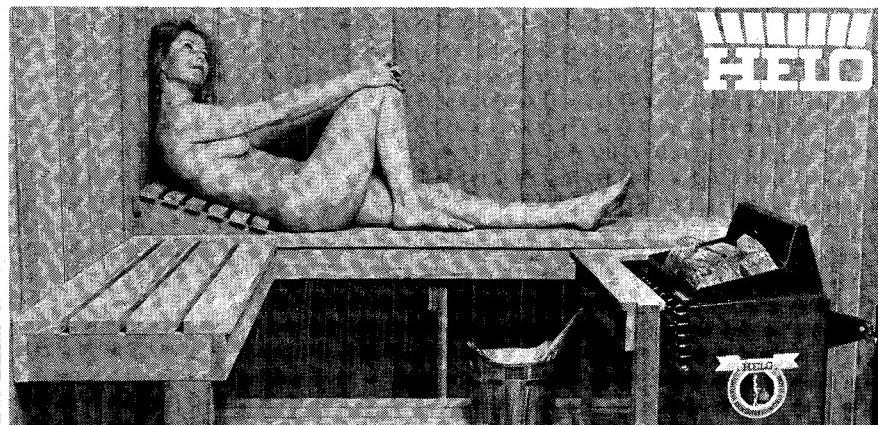
work? Will the fitness leader be a trained professional, a recreation staff person, or a volunteer?

Will your fitness activities be supervised? Will the fitness program be organized or will it be casual and individually directed? Some corporations simply provide a fitness room, often with equipment, and no supervision. Others provide a room and equipment with a supervised, personalized program for all participants. You must determine which approach will work, at least initially, in your organization.

## Equipment and Facility Layout

A fitness specialist should be consulted prior to the planning of any fitness facility. He or she can help you make the best use of whatever space and budget you have. Even a small space can be converted to a fitness facility. Showers as well as a circuit trainer and treadmill can be installed. Such a basic facility was implemented at our Xerox facility in Dallas, Texas.

**continued on following page**



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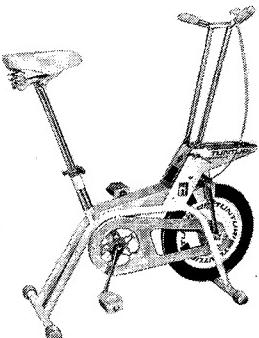
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## Before you start . . . continued

More advanced fitness programs today are often co-educational, with group involvement in aerobic exercises and jogging. After the jogging, an isotonic weight workout on a circuit trainer can be added for muscle tone and flexibility. The bicycle ergometer may also be a valuable element in a simple fitness program.

### Hours of Operation

Your program's hours of operation will depend on the fitness staff and company work hours. You must decide whether the fitness facility should be open before, during, or after work. Operation during noon hours, weekends, and holidays must also be considered. In the Xerox employee fitness programs in Webster, New York, employees may work out either at noon or after work, depending upon their work schedules. In the Webster executive fitness program, participants work out at times during the workday which are convenient to both the executives and the fitness specialists. Students at the Xerox International Center for Training and Management Development in Leesburg, Virginia work out at noon, during the evenings, and on weekends.

### Costs and Fees

Is the corporation going to subsidize your fitness program in part or altogether? If the employees are going to

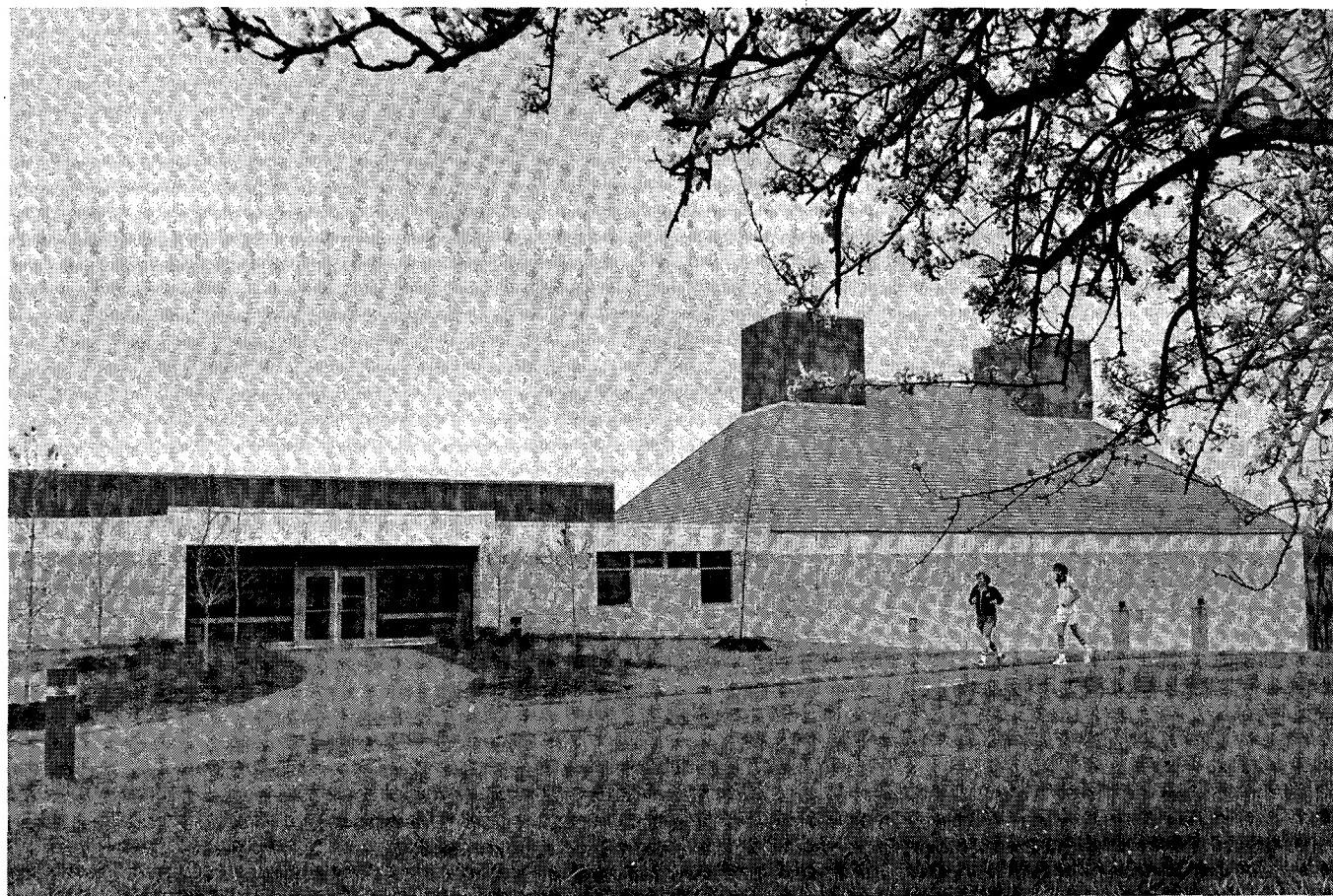
pay a fee, what will it be? In Rochester, New York, Xerox employees enrolled in the employee fitness program pay eight dollars per quarter which covers registrations costs and towel fees. The Xerox Executive Fitness Program participants at Xerox Square, also in Rochester, are charged \$200.00 per year for their regimen, which includes personalized programs as well as cardiovascular exercise tests.

It must be remembered that having the best financed facility does not mean your program will be good. Your success depends wholly on the professionals running the program.

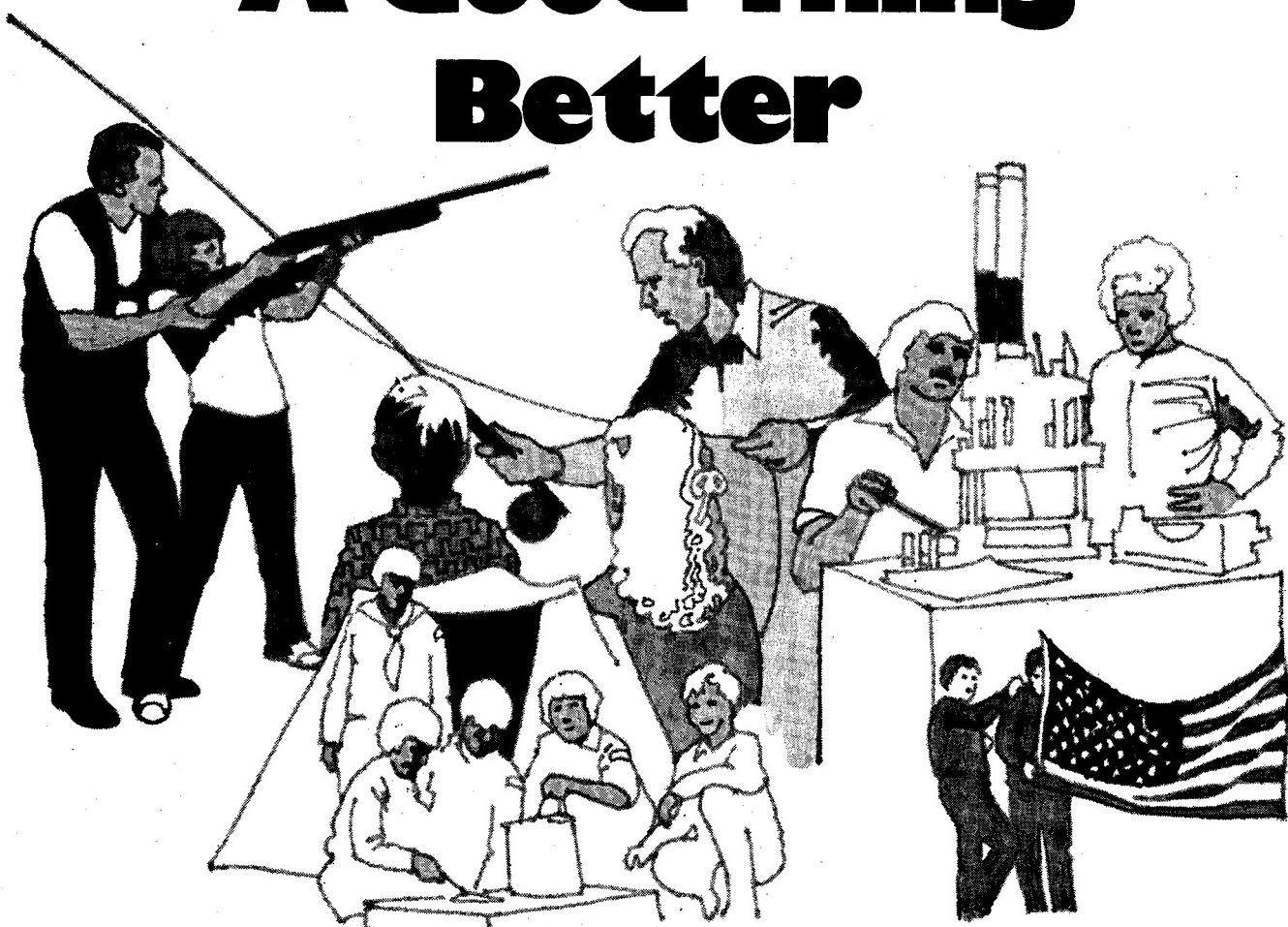
### Review and Revision

When your physical fitness program is operating, its success must be reviewed on a regular basis. After such reviews, fitness personnel can build on the strengths of the program and incorporate new ideas. If your objectives are not being met, then the program must be reevaluated and its weaknesses corrected. Once your program is solidly established, it will contribute significantly to the overall health of your organization and participating employees. □

**(Below) The Fitness and Recreation Center at Xerox International Center for Training and Management Development in Leesburg, Va.**



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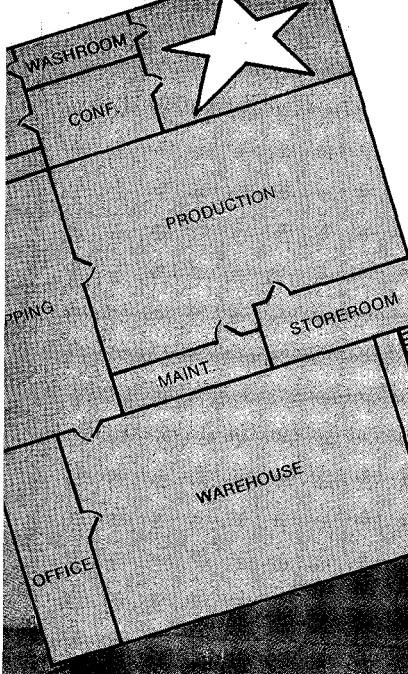
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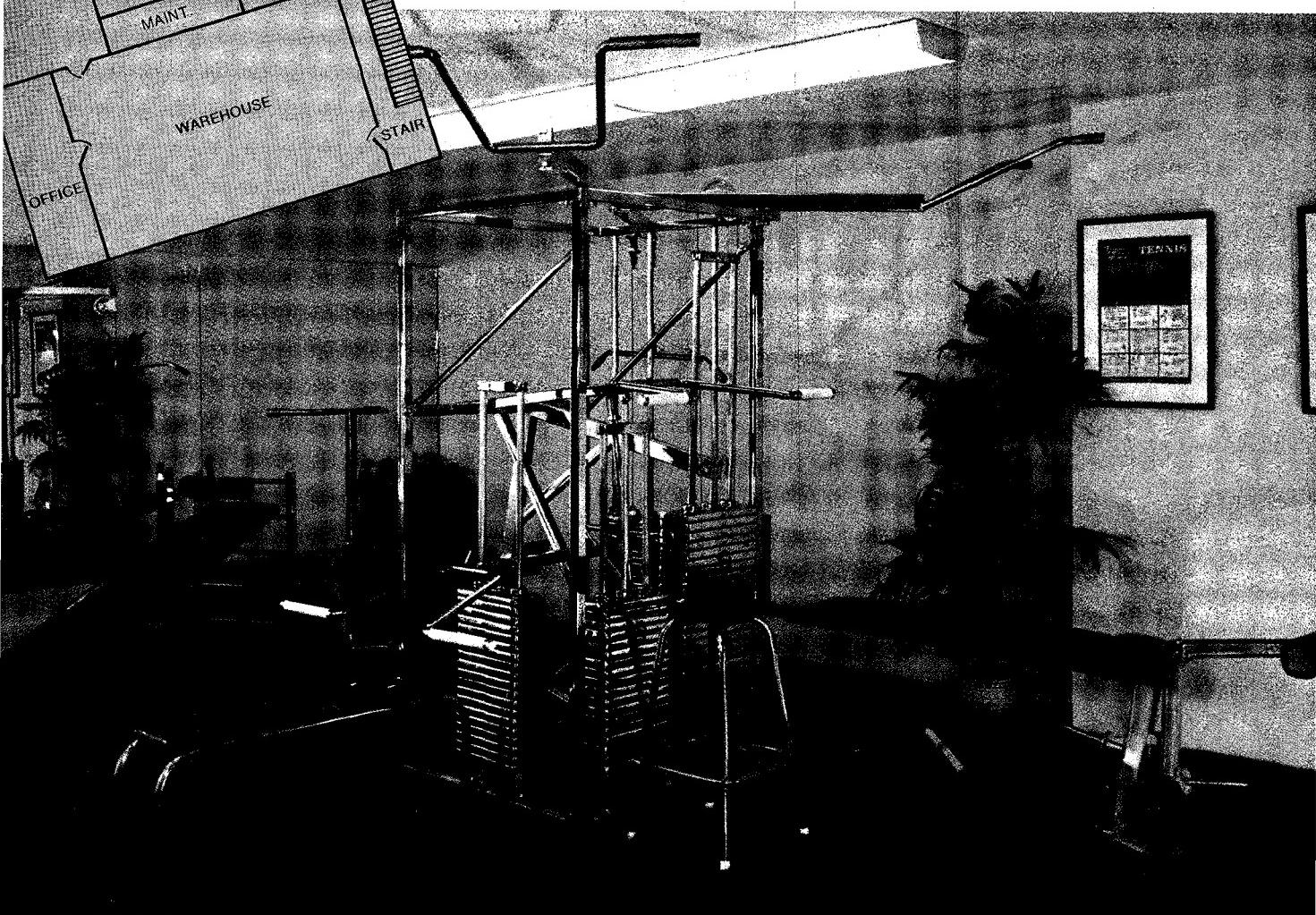
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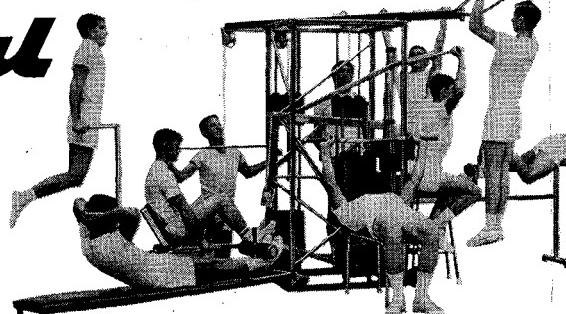
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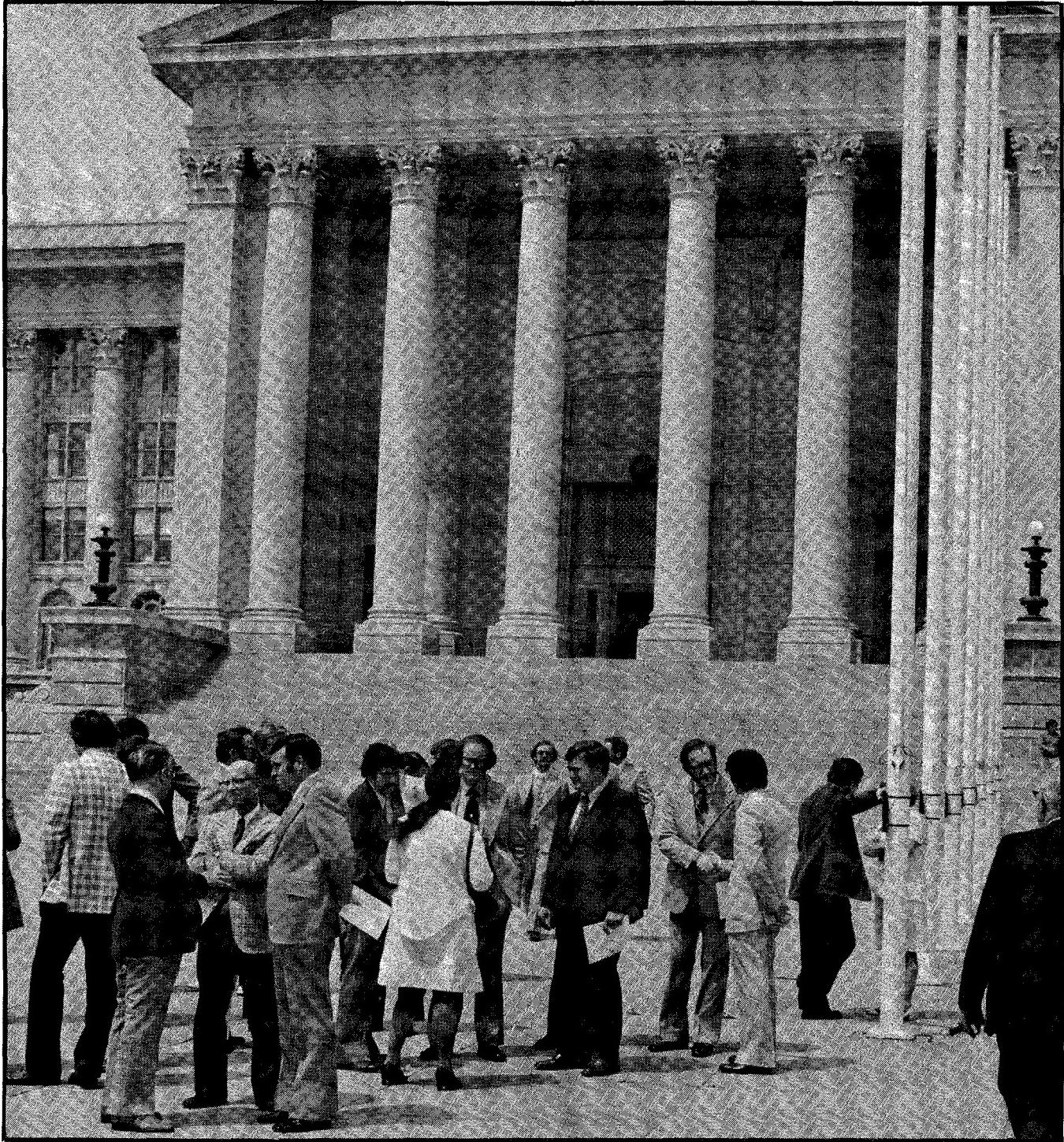
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Delegates gather in front of the Oklahoma State Capitol

## OK City conference honors NIRA advocates

NIRA honored nineteen top corporation executives for their support of industrial recreation at an executive conference in Oklahoma City, April 26-27. The conference, hosted by Oklahoma Governor David L. Boren, also focused the attention of NIRA's leadership on the continuing preparation of a new college textbook on industrial recreation.

Members of NIRA's Board of Directors and staff met

at the Skirvin Plaza Hotel in Oklahoma City with representatives of industry and with the four authors of the new textbook.

The group gathered on Monday, April 26 in the Oklahoma capitol building to honor all contributors to

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continued on following page

## OK City

continued



**Dr. "Posty" Roberts**

"Top Management Speaks", a newly-released NIRA publication containing statements of personal support for industrial recreation from many of the nation's top business and industrial leaders. Included in the group are Henry Ford II, Chairman of the Board, Ford Motor Company; C.J. Pilliod, Chairman of the Board of Goodyear Tire & Rubber Company; Raymond Herzog, Chairman of the Board and Chief Executive Officer of 3M; and many others.

That afternoon, representatives of industry, education, and government met at the Skirvin to discuss their various perspectives on recreation and to explore areas in which the three sectors might cooperate to improve community recreation resources.

Industrial representatives included John O. Bodman, Director, Human Resources, Kerr-McGee Corporation; Frank Flick, President of the Flick-Reedy Corporation; Jess M. Hightower, Director, External Relations, McDonnell Douglas Corporation; and Earl T. Groves, President, Groves Thread Company. Flick and Groves are also contributors to "Top Management Speaks."

From education, the session included Dr. Virginia



**Delegates tour the Oklahoma State Capitol.**



**Delegates attend a panel discussion on recreation cooperation.**

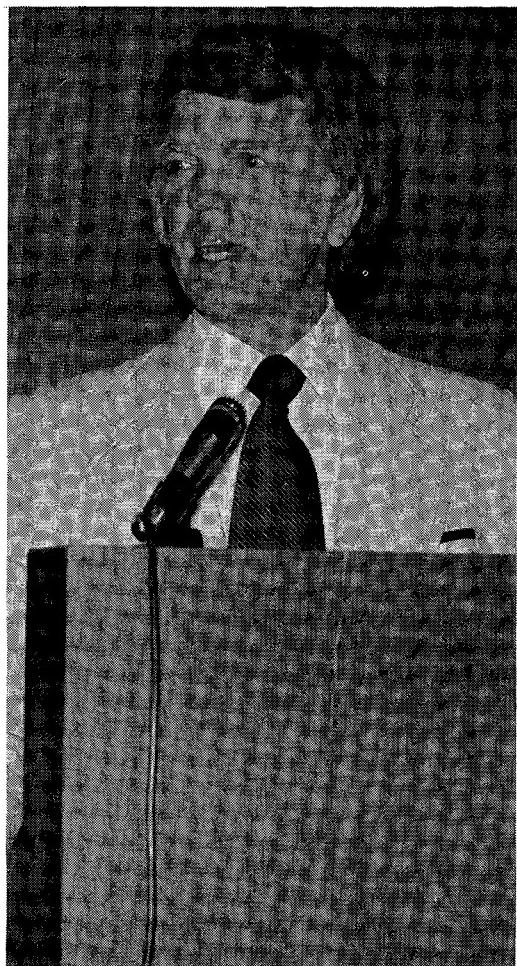
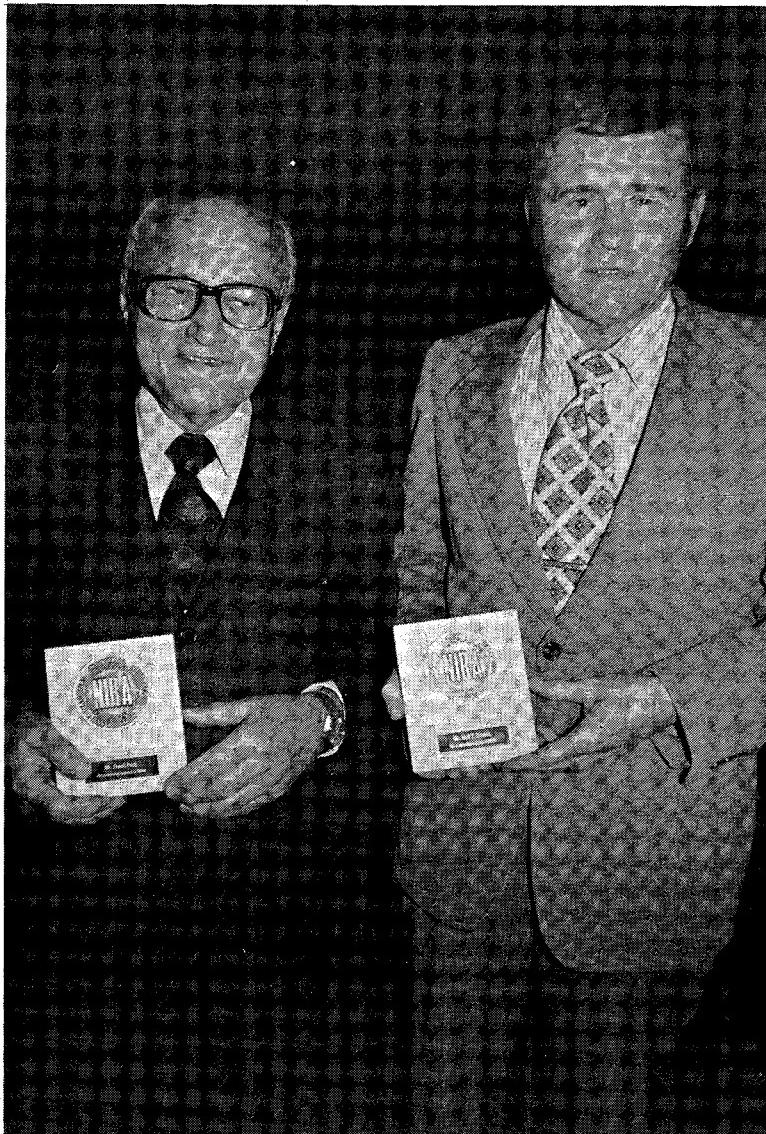
Gillespie of the University of Oklahoma, an author of the upcoming industrial recreation textbook. Also representing education were Dr. George Oberle of Oklahoma State University, and William Probes, Executive Director of the Tulsa Red Cross.

Government representatives hailed from three different areas of public administration. James Crosby, City Manager of Norman, Oklahoma was on hand, as were Abe Hesser from the Oklahoma Department of Tourism and Recreation, and Brian O'Neill, Chief of Planning Assistance for the U.S. Bureau of Outdoor Recreation.

At an awards banquet Monday evening, 1975-76 NIRA President Bill DeCarlo (Xerox) announced special NIRA awards of appreciation for each contributor to "Top Management Speaks." In addition to Ford, Pilliod, and Herzog, the following industrial leaders received awards:

Edgar B. Speer, Chairman, United States Steel Corporation

Robert W. Galvin, Chairman of the Board, Motorola, Incorporated



(Left) Company Presidents Frank Flick (left) of Flick-Reedy and Earl T. Groves of Groves Thread stand with their awards. (Above) Oklahoma Lt. Governor George Nigh addresses guests at the banquet.

Walter A. Fallon, President, Eastman Kodak Company  
Sanford N. McDonnell, President and Chief Executive Officer, McDonnell Douglas Corporation

John T. Fey, Chairman of the Board, The Equitable Life Assurance Society of the United States

Samuel C. Johnson, Chairman and Chief Executive Officer, Johnson Wax

Paul P. Davis, Chairman of the Board and Chief Executive Officer, McLean Trucking Company

Robert M. Hoffer, President, Wisconsin Gas Company

James C. Danly, President, Danly Machine Corporation

Hon. A. Garnet Brown, Minister of Recreation, Province of Nova Scotia

Sherwood L. Fawcett, President, Battelle Memorial Institute

James J. Needham, former Chairman and Chief Executive Officer, The New York Stock Exchange, Incorporated

Daniel J. Houghton, former Chairman of the Board, Lockheed Aircraft Corporation

Harry J. Gray, Chairman and President, United Technologies Corporation

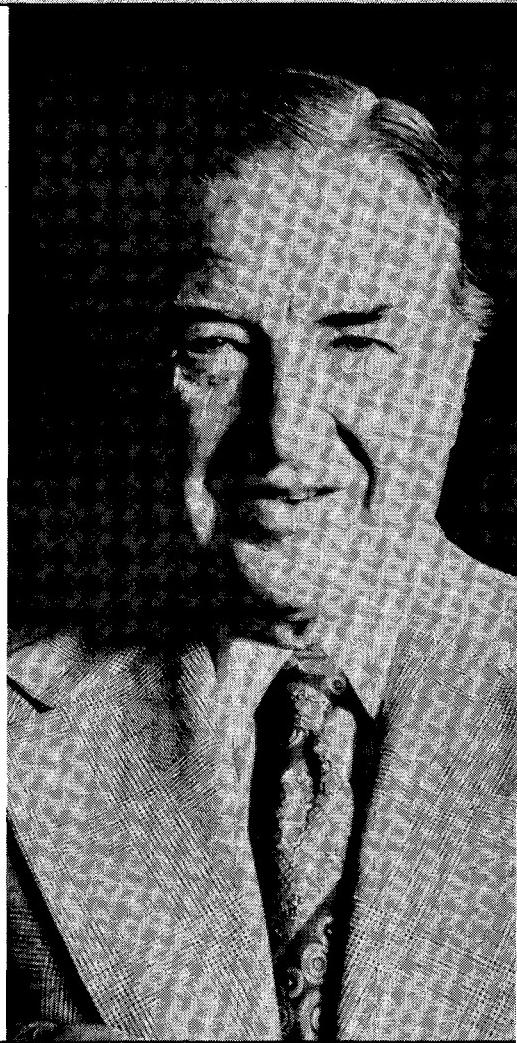
Earl T. Groves, President and Treasurer, Groves Thread Company, Incorporated

Tuesday, April 27 was devoted to work on the industrial recreation textbook. Sponsored by the National Industrial Recreation Research and Education Foundation (NIRREF), the textbook is co-authored by four university professors. Headed by Dr. C.J. Roberts of the University of Toledo, the team also includes Dr. Virginia Gillespie of the University of Oklahoma, Dr. Robert Wanzel of Laurentian University in Canada, and Dr. Theodore Wilson of the University of Toledo.

On Tuesday, the Board heard reports of the book's progress and discussed publication deadlines with representatives of the William C. Brown Company, publishers of college textbooks. The Brown Company will publish the NIRREF effort because the company sees a critical need for a college text on industrial recreation. Although the field has gained great prominence in industrial relations, there has been no college text devoted to the subject in twenty years. □

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# Industrial recreation

**"Providing suitable recreational outlets for employees helps to give them a common identification and broaden their satisfaction with their work."**

A popular feature in many American homes is the place where the family gathers to relax and just have fun together. It may be a room set aside for that purpose, complete with television and ping pong table, or perhaps a corner of the living room with a shelf to hold books and games.

Here an important family ritual is performed as children and parents and friends put aside the problems of the day to share a common and pleasant experience. Play is an important and necessary part of good living. It is humanizing. It reaches across the barriers of age, custom and discipline, so that father and son get to know each other as people. It adds warmth and pleasure to family life.

By the same token, there is an important and valid place for recreation activities in industry. This is by no means a paternalistic viewpoint. Providing suitable recreational outlets for employees helps to give employees a sense of common identification and to broaden their pleasure and satisfaction in their work. In a direct, practical and forthright way, it expresses the company's concern for the human well-being of its employees and its gratitude for their essential contribution.

The benefits of this program to employee and company alike are intangible. They cannot readily be measured in dollars and cents. But I am sure they are substantial indeed.

**Henry Ford II**  
Chairman of the Board  
Ford Motor Company

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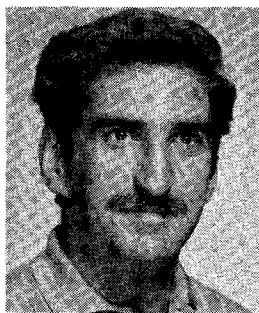
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TITLE \_\_\_\_\_

# **"Total Isokinetics"**

**Proponents of this relatively new exercise method say it provides a "short cut to fitness" with intensive capsule training.**

by Dr. Barry S. Brown  
Associate Professor  
University of Arkansas



**Barry S.  
Brown**

**T**HE simplicity of Transcendental Meditation (TM) helps explain its popularity as a method for psychic relaxation. Similarly, the simplicity of the new Total Isokinetics (TI) explains why it may become the most popular conditioning method for those who seek a fast and efficient way to improve their physical condition.

The advocates of this relatively new exercise concept contend that 12 to 15 minutes of daily exercise over a minimum of six weeks is all that is needed to improve significantly the physical condition of the typical sedentary American.

While considerable study and research remain to be done, the statistics produced so far tend to back TI's supporters. Studies now underway, here at the University of

Arkansas, at Texas State Women's College and elsewhere, as well as the results of some corporate fitness programs, show that the body responds to TI conditioning in a shorter period of time than it does to most other methods.

Simply explained, Total Isokinetics, combines static and dynamic exercise. The muscle group being exercised is subjected to a maximal 10-second contraction, followed immediately by a 12-second movement through a full range of motion against predetermined resistance. Uniquely, the speed of this motion is controlled, allowing the resistance to remain constant through the full range of movement. The static contraction reduces blood flow into the exercised area. The oxygen in the tissue is exhausted, and the muscle fiber quickly tires. Then, without relaxing, the fatigued muscle is worked through its range of motion in the manner described. The end result is to lower significantly the number of repetitions needed in a specific exercise to produce the desired training effect. This, in turn, reduces the total amount of time needed for a daily workout.

Actually, TI is not as new as one might think. *Isokinetics*, the controlled motion phase of the exercise, is over 38 years old and has been implemented in many athletic training programs. The static contraction or *isometric* phase was added about the time the manned space program was getting off the ground. TI, though that was not the name at the time, provided an ideal way for the astronauts to exercise in zero gravity conditions. A small, tube-like device was developed which controlled the "drag" on a rope being pulled through it. With the unit, the spacemen could exercise efficiently within the small confines of the Gemini and Apollo spacecraft.

On the ground, the method met with a cool reception from athletes, coaches, and trainers. A few, though, who implemented the method became convinced that it was an important new step in exercise. Recently, interest in isokinetics has arisen among researchers, physicians, athletes, and corporate managers who are discovering that physical condition and work productivity are closely related.

Now, armed with at least some peripheral proof of their claims, the advocates of TI are finding renewed interest among those involved in athletics. TI training programs have been established at several high schools and colleges nationwide. Professional teams, such as the Minnesota Vikings, Oakland Raiders, and the Golden State Warriors, have supplemented their programs with TI training. For the NHL's Philadelphia Flyers it is the sole means of conditioning.

Here, at the University of Arkansas, one of the first TI studies conducted was a two-week experiment with the U.S. judo team. These individuals, as could be expected, were already in better than average condition. Yet, after we supplemented their workouts with a TI training circuit, they achieved significant improvement in 10 or 15 measures of fitness. Some startling improvements were produced in leg strength, with one member of the team increasing his leg strength by 155 pounds.

The effects of TI on lay individuals can be even more dramatic. **West Point Pepperell**, a NIRA member company in West Point, Georgia, initiated a TI program in 1973. In 12 weeks on the formal program, statistics on 24 executives showed an average increase in upper body strength of 24%, and a general body flexibility increase of 54.6%. In the area of "coronary risk", blood tests revealed a significant decrease in triglyceride levels of 37.4 points. Almost identical results were recorded in a later program conducted with Michigan Seamless Tube, along with decreased pulse rates of 10 BPM and as much as a 14mm Hg systolic/dystolic blood pressure reduction. These results were obtained in 12 weeks. What is significant is that most of the participants in these latter programs averaged no more than four TI 15-

minute workouts a week.

The speed and intensity of TI training may be a hard pill to swallow for those oriented to more conventional forms of exercise. Aerobic (running) devotees claim that TI does not provide time or effort enough to achieve proper car-

diovascular training levels. We have found, however, that within the first 22 seconds of a TI exercise program,

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on following page**



**Buddy Bowman, top ranked tennis player, University of Arkansas, begins TI power squat exercise by applying static force and lifting with his legs.**

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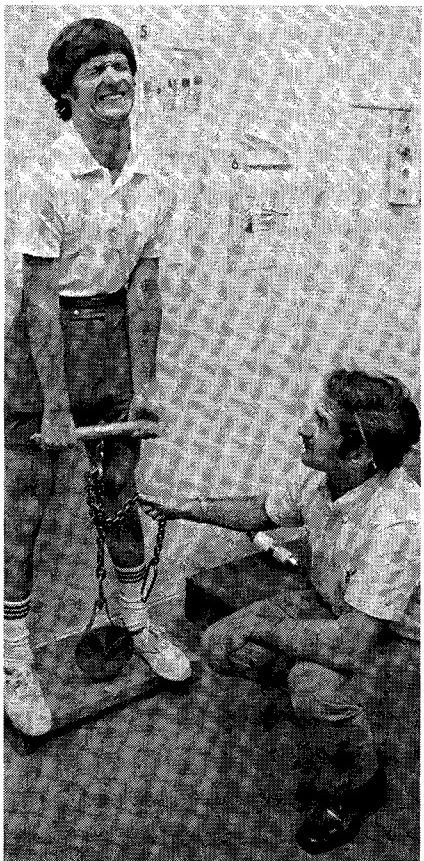
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## Isokinetics continued

the pulse rate can be elevated to 130-140 BPM, a level sufficient for cardiovascular conditioning. Then, by programming the exercises in specific sequence, we can maintain that level throughout the 15 minutes or so of the basic workout. The work in a TI program is very intense and may, as suggested by a 22-year study conducted by the California Department of Health and the University of California, be the best approach to exercise. That particular study, conducted with longshoremen on the San Francisco docks, revealed that significantly fewer deaths were attributable to coronary heart disease in those workers who worked in short but strenuous periods of hard labor, than in those who worked less hard but for longer periods of time. In our experience, a TI exercise program has proved to be just that: hard labor — but for a short period of time.

TI defenders are aware, though, that the unconditioned body is hardly ready for such an intense workout immediately and are cautious when implementing their programs with businessmen. Participants in the "coronary risk" category must be programmed first on a double set of isokinetic exercises which precludes the static contraction phase. Even participants in relatively good health must first be put on a 2-week program of special pre-conditioning TI exercises before a standard intensive program is implemented.

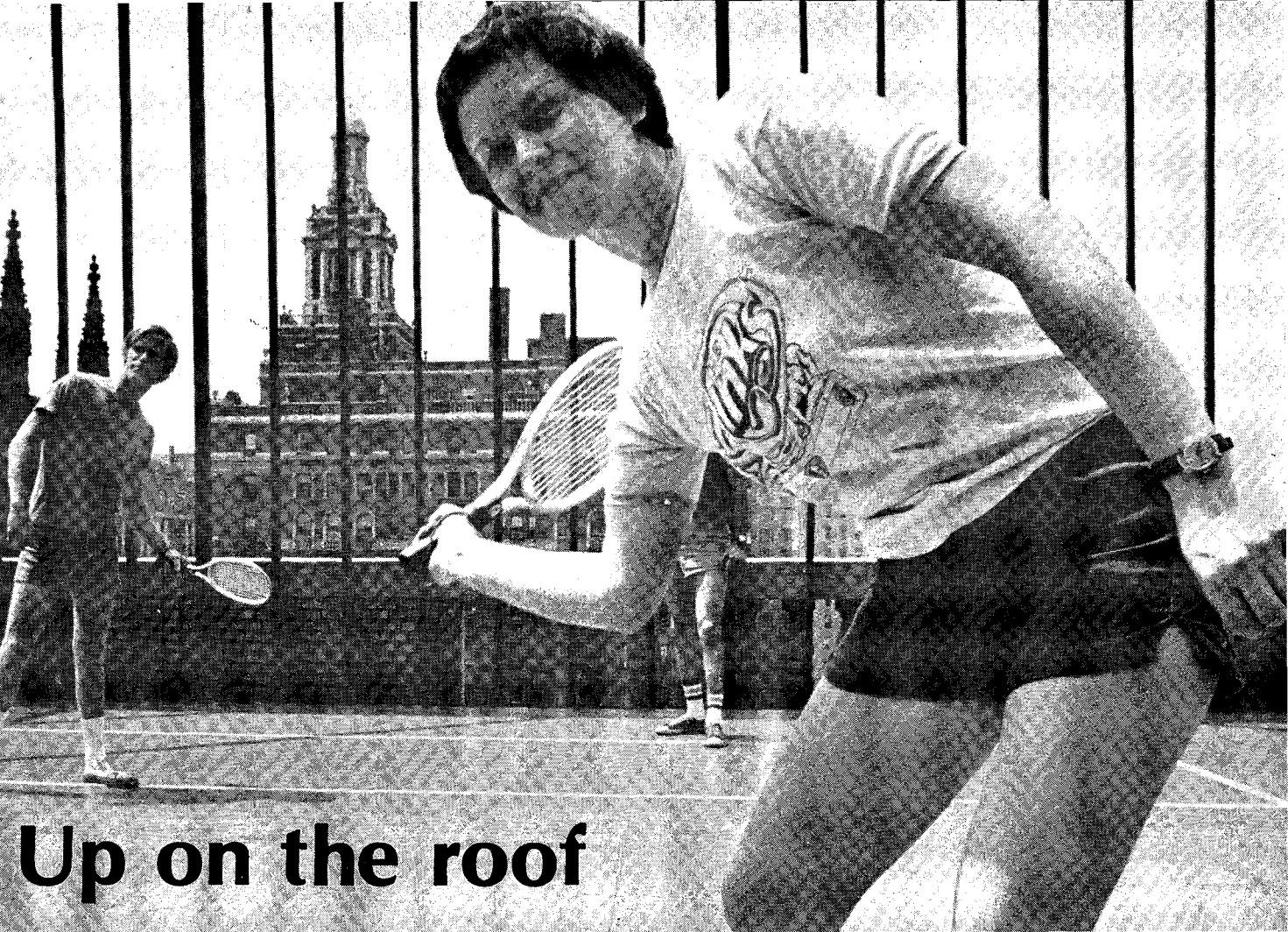
As in all other exercise programs, motivation remains the key to successful isokinetic training. The majority of individuals leading sedentary lives, even though they may realize that exercise is probably the best approach to maintaining good health, are loath to extend the effort. The investment of 12 to 15 minutes a day in a TI program should overcome any objections of time-conscious individuals. It certainly fits more easily into busy schedules than the 40 to 60 minutes required for more conventional programs. It requires no heavy or



**After a program of TI Exercise, Tom Pucci, University of Arkansas tennis coach, is evaluated for back strength on the dynamometer by the author.**

stationary equipment. Also, the proponents of the method tell us, after the desired fitness level is reached, it can be maintained on an exercise-every-other-day basis. □

**Dr. Barry S. Brown is an Associate Professor and Director of Research in the area of Health, Physical Education and Recreation at the University of Arkansas. He teaches Exercise Physiology, Kinesiology and Team Sports. He is a Fellow in the American College of Sports Medicine and a recipient of the Distinguished Faculty Award at the University. Among his credentials are presentations at the Soviet-American Symposium on Biochemistry of Sports, 1974, Leningrad, USSR, and the International Symposium on "Athlete's Nutrition," 1975, also held in Leningrad.**



## Up on the roof

### Forbes magazine builds an employee fitness center above New York's Fifth Avenue

by Kenneth Tillman  
and  
Curtis D. Cleland

**M**ALCOLM S. FORBES, president of Forbes, Inc. and president and editor-in-chief of *Forbes Magazine*, is a sporting enthusiast whose adventures have earned him national and international renown. His record-shattering cross-country balloon flight and widely publicized attempt to cross the Atlantic Ocean in a balloon have given a tremendous impetus to the sport of ballooning. The balloon museum he has established in Balleroy, France is another example of his extensive involvement with this sport.

A lesser known, but just as impressive, feat was Forbes' 23-day crossing of the Atlantic Ocean in a 70-foot sailboat during the summer of 1975. He is also an avid motorcyclist and operator of the finest motorcycle emporium on the east coast.

Mr. Forbes' personal interest in sports and fitness as well as his concern for employee well-being led to the establishment of the Forbes Fitness Center. Located on the fourth floor of the Forbes Building, Fifth Avenue at 12th Street in New York

City, the Forbes Fitness Center offers some unique features which deserve consideration by other business and industrial organizations.

Recognizing that employees' mental and emotional health is affected by their level of physical fitness was a major factor that led to the establishment of the Fitness Center. Additional motivation for starting the program came from the loss of valued employees and absenteeism because of health problems directly related to a low state of employee physical fitness. Concern for the individual employee rather than possible company benefits, however, has been a characteristic of the Fitness Center program since its inception.

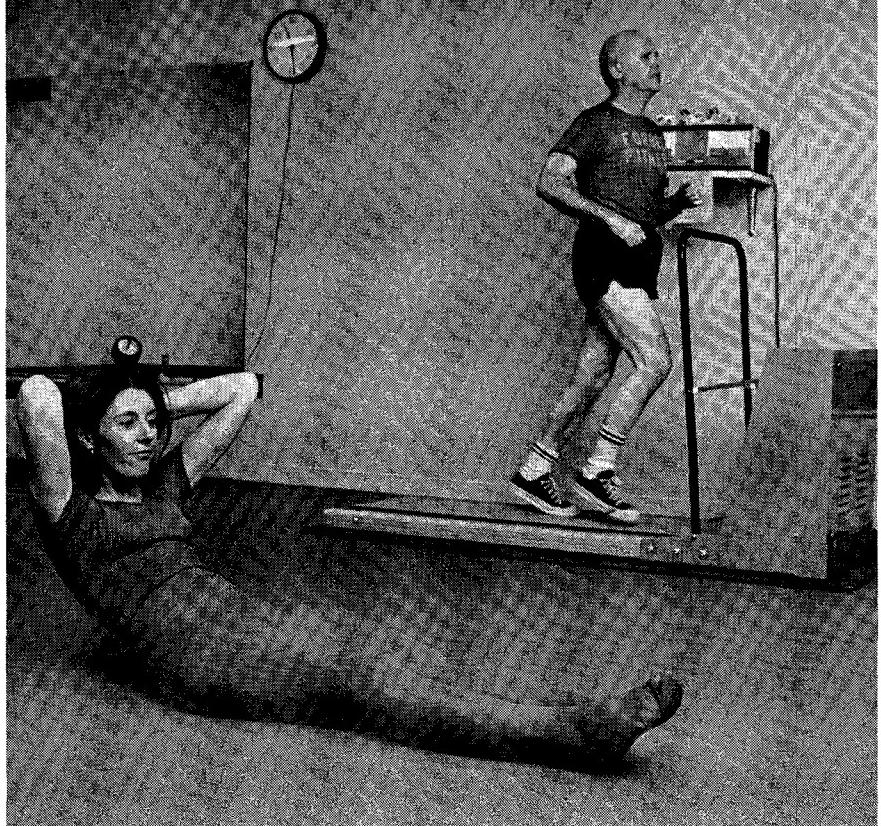
Forbes' first step in establishing a fitness center was to employ Curtis Cleland, a qualified physical educator. Dr. Kenneth Tillman, professor of health and physical education at

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on following page



**Forbes' roof-top driving range**



**Independent exercise programs fit into mid-day schedules.**

New Jersey's Trenton State College, served as a consultant during the planning stages for the center.

The Forbes Fitness Center utilizes two locations. A carefully planned 30 x 33-ft. carpeted exercise room is housed on the Forbes Building's fourth floor. An AM-FM four-channel amplifier provides background music to facilitate exercise tempos. Equipment includes treadmills, an abdominal board, a bicycle with eight tension variables, wall pulleys, a rowing machine, dumbbells of assorted weights, a thigh-knee machine, and a leg press machine. Wall clocks with highly visible second hands are used for cardiovascular pulse taking measurements.

Adjacent locker rooms are tastefully designed, with completely carpeted changing areas. Clothes hanging facilities and metal lockers with individual keys are available in both rooms for the convenience of participants who use the exercise room. Hand operable hair dryers are also provided.

The second location used by the urban Forbes Fitness Center is the roof of the Forbes Building. An enclosed paddleball court there is one of the most heavily used areas of the Fitness Center. The court is used for paddleball and handball during most of the year. In the winter, paddle tennis becomes popular. The 30x50-ft. court has a side height starting at 20 ft. and angling down to 17 ft. at the back of the court. Its top is covered with nylon netting while the sides and backs are enclosed with chicken wire. To prevent noise from carrying to the offices below, the court actually floats on a bed of rubber shock absorbers. It is also insulated with styrofoam to absorb the sound. The marine plywood floor is laid on 2 x 10-ft. stringers.

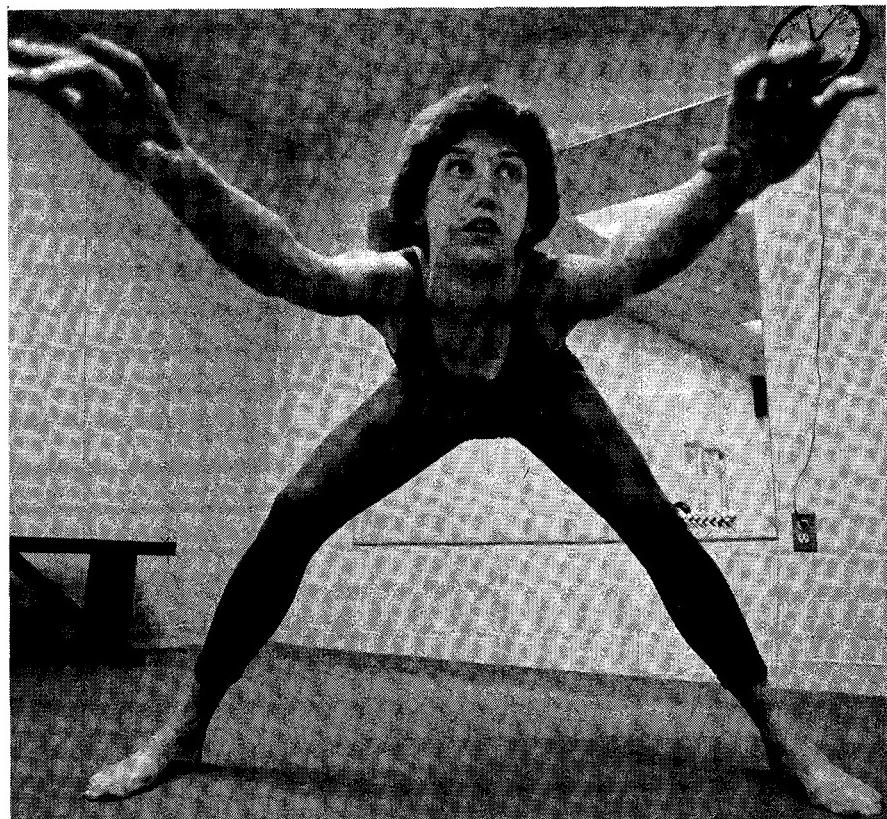
Also located on the roof is a golf practice range and picnic area. The picnic area is elevated on an Astro-Turf covered platform. The roof area is also available to employees who want to exercise out of doors.

The Forbes Fitness Center is open from 9:00 a.m. to 6:00 p.m., Monday through Friday. In many metropolitan industrial fitness centers, space and time are reserved for only high echelon employees and those who are high risk candidates for cardiovascular failure. At Forbes, however, each employee is encouraged to use the center during one regular working hour each day. Every employee has access to the facilities and is given time to use them.

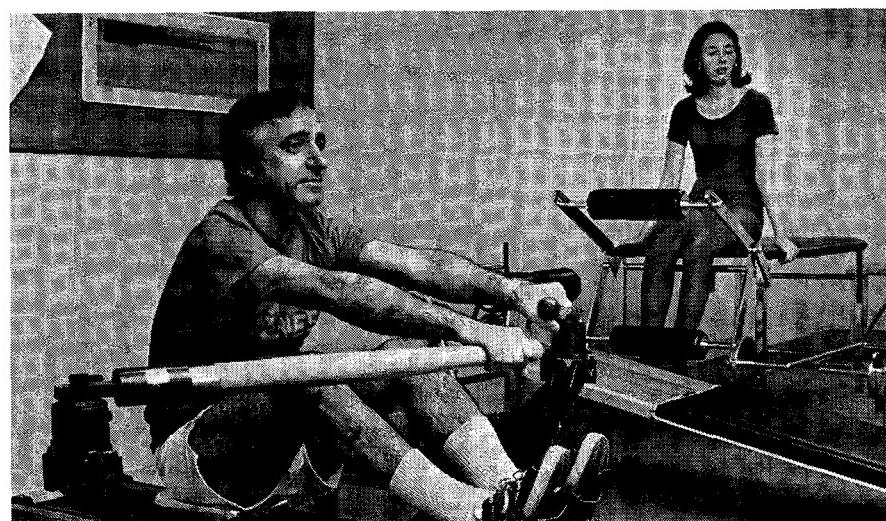
When the center first opened in January, 1974, female and male employees chose to use the facilities on alternating work days. The center is now available to both sexes every day, resulting in greater usage of the center and more regular work outs for all participants. On Tuesdays and Thursdays from 2:00 to 5:00 p.m., an exception is made and the center is used exclusively for women's classes. These classes emphasize weight and figure control and have proven to be very popular. They have also been an incentive for several of the participants to start individualized programs.

In consultation with Curtis Cleland, employees who use the exercise room develop individualized circuit training programs. Cardiovascular information is personally recorded on individual record cards after each exercise station. On a bi-monthly basis, Cleland administers cardio-vascular tests to all regular participants.

Cleland reaches beyond the basic mechanics of operating an exercise facility. In addition to designing individual fitness programs and personally conducting women's "slim-nastic" classes, he meets individually with employees who have health concerns. He encourages suggestions from participants while building a diversified program which is attuned to employee interests. A paddle ball tournament, a 100-mile treadmill club, and golf practice are examples of the activities he provides. Cleland also keeps an attractive wall bulletin board where he posts current fitness-related articles together with bulletins and other notices relating to health and physical fitness.



**Stre-e-e-tch . . . an employee takes a lunch hour fitness break.**



**A well-equipped exercise room caters to both men and women.**

At the present time, approximately one-third of all New York based Forbes employees make use of the Fitness Center two or more times each week. Forbes himself continues to encourage participation in the center through memos and direct conversation. Publicity of his regular use of the center when preparing for his transatlantic balloon flight provided additional encouragement for employees to take advantage of this company fringe benefit.

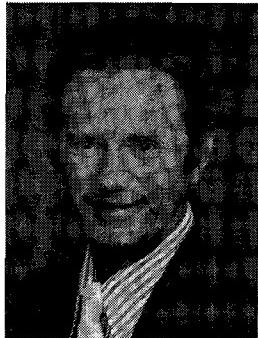
Even with the early success of the Forbes Fitness Center, one question remains to be answered. Why do some employees use the Center on a regular basis while others fail to become involved? To find an answer to this question, Forbes is supporting a research study of participation. Any answers obtained from the study will be valuable not only to business and industrial organizations, but also to every physical educator who is faced with the problem of motivating people to exercise. □

# organization profile

## Metropolitan Dade County, Florida

### How a county government provides recreation for employees on the public payroll

by James G. Caudle  
Employee Recreation Director



James Caudle

**D**ADE COUNTY, Florida, home of Miami, covers an area roughly the size of the state of Delaware and has a population of 1.7 million. County government is the area's third largest single employer, with 21,000 employees. With a work force of that size, it is easy to understand the importance of Dade County's employee recreation program.

For the past 10 years, I have managed the county's recreation program as recreation specialist supervisor and director of the employee recreation section of the Metro Dade County park and recreation department. I joined the department in 1965 when the county officially initiated the Employee Recreation Program for its then 10,000 employees. Since that time, the program has grown to what is now a varied assortment of leisure time activities.

The list of activities sponsored by the recreation office is quite comprehensive, including the following:

#### Bowling

To help workers meet other employees and their families, each of our forty bowling teams includes two men and two women. Employees may bowl with non-county teammates, such as spouses and neighbors. The Dade County Employee Recreation Program sponsors no all-men's or all-women's leagues. Many resources are available throughout the county for employees who want to bowl in scratch leagues. We have 40 teams, split to handle employees on different nights and times. Employees pay for bowling, awards and banquets.

#### Softball

The twenty teams of the Dade County Employee Softball League play at one of our neighborhood parks. Teams from the State Attorney's office, as well as Public Safety, Fire, Public Works, Parks and Recreation, Housing and Urban Development, Pollution Control and more departments meet on the ballfield. Teams pay an entry fee to help cover costs of softballs, awards and two umpires. The teams are split into two divisions for a round-robin league. At the completion of league play, the top four teams in each league go into a double elimination tournament for the first and second place awards.

#### Golf Leagues

The county's golf leagues are open to the public as well as county employees. League rules are established at an organizational meeting of team captains. After the

captains have determined how many weeks they wish to play, the employee recreation office provides the league schedule. Golf has been conducted on match play, with a possible five points for one match — one point for each of the four team members and one point for total holes wins the match. To give league members a reduction in green fees, twilight league rates have been established at county operated golf courses.

## Golf Association

Only Metro Dade County employees may belong to our golf association. Annual membership dues of \$10.00 a year insure a full list of member benefits including:

- 1) A golf tournament each month, usually on a Saturday or on a Monday holiday
- 2) Established handicaps, based on the golfers' last three tournament scores
- 3) Three competition flights to allow each golfer to compete with players who have similar abilities — Golfers may move up or down in flights, depending on scores posted at tournament play.
- 4) Free buffets during the year
- 5) The chance to become yearly champion in each of our first, second and third flights
- 6) Free balls for players who make birdies
- 7) Participation in the "longest drive" and "closest to the pin" contests
- 8) Best of all, the opportunity to meet other county employees while enjoying a round of golf

The Golf Association will play as many as eighty players at a different course each month. Green fees are collected by the Association treasurer prior to the tournament so that the Association may notify the golf course as to how many people will be playing. Starting times are posted on Thursdays prior to Saturday tournaments. Association workers are at the golf course prior to the first starting times to insure that players may begin play at their assigned times. First, second and third place awards are given in each flight at each tournament. The employees pay their own green fees and electric cart fees for each tournament. For our field of eighty players, however, the fees have been reduced by the golf courses holding the tournaments.

## Tennis

Our Employee Recreation Program sponsors annual tennis tournaments during the month of April. Tournaments are conducted by an employee tennis committee. In 1975, the tournament committee offered competition in men's and women's singles, men's and



Tournament workers hand out score cards to employee golf association members.



Park and Recreation Department Director Art Peavy (right) presents trophies to doubles champs Nick Conte (left) and Jack Sanders.

continued on following page



**Dade County workers gather in the Courthouse lobby for a Christmas sing-along prepared and directed by county employees.**

women's doubles as well as mixed doubles in four classes:

- 1) Championship — expert players and teachers of tennis
- 2) Class "A" — experienced players and last year's Class B winners
- 3) Class "B" — intermediate players
- 4) Class "C" — beginning players

Although players have the privilege of entering any class, the tournament committee may move them up

or down within classes. Players may enter all three events — singles, doubles and mixed doubles — since tournaments are conducted consecutively. Two divisions are offered for the convenience of employees: one in the south part of Dade County and the other in the north. First place winners of the north and south divisions meet at the completion of divisional play to decide the Dade County employee tennis championship for the year in singles, doubles and mixed doubles in all four classes. Awards are presented to divisional champions as well as county champions.

For more casual open play, Dade County employees, their families and friends may play free tennis at a county-operated indoor tennis facility. Employees are asked to play at one-hour intervals if others are waiting. Five courts are available.

### **Table Tennis**

Table tennis facilities are available at county departments for lunch hour play. Tournaments are conducted at various times of the year for both singles and doubles. Rules are set and enforced by the players. Winners receive recognition awards.

### **Volleyball, Badminton**

Open play is available in volleyball and badminton as well as table tennis. This program is offered to employees each Tuesday and Thursday evening at a county-operated indoor facility. Employees, families and friends may participate. No teams are formed; no fees are charged.

### **Additional activities**

Several more special interest organizations serve employee needs in Dade County. Horseshoe courts are available at the Park and Recreation Department for employees to use on their lunch breaks. Employee volunteers provide chess lessons for interested novices. Tournament winners in chess, too, receive awards. Contract Bridge lessons and tournaments have been popular at our county-operated Justice Building during off-duty hours. Two bridge clubs are available to employees, families and friends.

A ballroom dance club sponsors dinner/dances for Dade employees. Nominal dance club membership dues of \$1.00 a year cover publicity mailing costs. Six-week dance classes feature professional dance instructors who teach two dances during each series. Costs for lessons are \$20.00 per couple, per course. This club has its own officers and plans all activities itself. A county facility for parties and lessons is provided at no cost to the group.

County employees who are interested in the theatre may join the county-organized Little Theatre Group, which meets on county property. Shows are presented to the public three times each year.

For the growing number of photography buffs, the employee recreation program offers an annual photo contest each January through June. Employees enter shots in any of five categories: people, babies and children, animals and pets, sports or action, and scenic. First and second place awards are presented in each category for both black and white and color entries. Over 300 prints were entered in last year's competition.

### Travel Club

This is the largest single club for Dade County employees, with approximately 600 members. Membership dues of \$2.50 a year cover club expenses.

The employee-directed club offers low-cost foreign and domestic package tours to interesting destinations on a monthly basis. All club activities are supervised by club officers and a board of directors, elected by the membership. The club offers an open meeting every other month to publicize upcoming tours with films and light refreshments. Activities during the past year alone have included local trips to the Everglades, the west coast of Florida, state parks, the Miami Seaquarium and Walt Disney World. Short excursions took employees on an overnight fishing trip, a Labor Day cruise and a dinner-theatre outing. More extended trips saw our people in Jamaica, Mexico and the European Alps. Every travel offering met with enthusiastic acceptance by employees.

### Discount programs

The Dade County Employee Recreation Program also distributes cards entitling employees to special reduced rates for a variety of services. Hertz "Cash Cards" allow a 20% discount for employees. Busch Gardens "Friendly Eagle" cards and Disney World "Magic Kingdom Club" cards open popular amusement areas to employees at significant discounts. Employees may also be placed on our "Book Corner" mailing list to receive a list of best sellers available locally at discount prices.

Approximately 3,000 employees participate each month in scheduled activities offered by the Dade County Employee Recreation Program. Based on this response, the County understands how important the program is to its employees and their families. □

**RM's "Company Profile" department has become the "Organization Profile." This change recognizes many of NIRA's new members who are not traditional businesses or industries. Some are governmental agencies like Dade County. Others are educational institutions or non-profit associations. The majority of NIRA's organizational members, however, are more traditional employers.**

# A sport for all seasons. Platform tennis.

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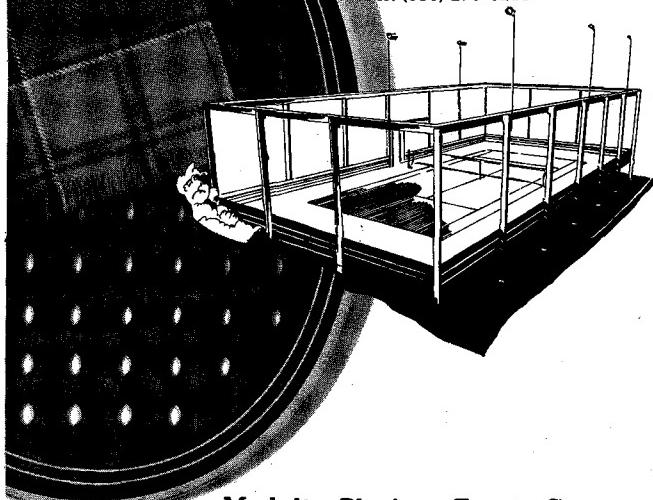
Let's face it. In most parts of the country, tennis and other outdoor sports are limited to the warmer weather months.

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# Hazards in Recreational Sports and Physical Fitness Programs

by John P. Jesse, ACSM

Of the 60 million adult Americans who engage in various forms of exercise, nearly 44 million walk, 18 million ride bicycles, 14 million swim, 14 million do calisthenics and 6.5 million jog, according to a survey conducted by the President's Council on Physical Fitness and Sports during 1972. Twenty percent of American men and women bowl and 18 percent swim for exercise. Other participatory sports, in order of rank were: golf 9%; softball, 8.5%; tennis, 6%; volleyball, 5%; water skiing, 3%, and snow skiing, 2% (10).

These figures do not include the number of participants in company-sponsored or municipal recreational sports programs that incorporate such athletic activities as: basketball, baseball, softball, tennis, badminton, table tennis, archery, horseback riding, horseshoes, quoits, roller skating, skateboard, handball, squash, ice skating, touch football, kickball, soccer, weightlifting, hockey, hiking, wrestling, judo, karate, track and field, and boxing. The survey by the President's Council applied to adults only. A great proportion of those participating in municipal recreational sports programs are under the age of 21. This also includes the large number of adolescents who frequent municipal playgrounds in the major metropolitan areas.

An enormous amount of literature has appeared in magazines, journals, newspapers and television during the past two decades, extolling the virtues and values of company-sponsored and municipal recreational sports and physical fitness programs. The social, community, physical, and emotional benefits resulting from these programs cannot be questioned. However, little attention has been devoted to the hazards inherent in all athletic or recreational sports participation, whether company or municipally sponsored or in organized physical fitness programs designed on a running, jogging, or calisthenic foundation. The hazards which are the subject of this discussion are traumatic (single incident) injuries occurring in recreational sports programs. The injuries are either muscle strains, joint sprains, bone fractures, contusions, or abrasions. Those occurring in

physical fitness programs are different in nature. They involve soft tissue inflammations as well as joint wear and tear resulting from overuse (repeated stresses) syndromes.

## INJURY INCIDENCE

Authorities in the field of athletic injuries have pointed out that the major factor in injury prevention is a high level of athletic fitness developed by a period of pre-season conditioning. In contrast to the highly conditioned athlete, those individuals who engage in recreational sports are the largest group of non-athletes participating in highly strenuous, and many times dangerous, athletic activities. Few, if any, recreational athletes will spend any time in pre-conditioning activities prior to participation in their selected sports. Injury figures substantiate this observation.

Recently, Dr. James A. Nicholas, discussing sports and injury wrote, "Government statistics, based on records of hospital emergency rooms, indicate that about 8.5 million people a year are hurt as a result of sports. We estimate that, counting cases handled in doctor's offices and other injuries not reported, the total is at least 17 million" (9). These figures, however, do not include the injuries sustained by competitive athletes in high school, colleges, or club activities, who are treated by team physicians.

## COMPANY-SPONSORED RECREATIONAL SPORTS

The reported incidence of injuries in company-sponsored recreational sports programs is meager. The National Safety Council cites the injury frequency of one company (8) with nationwide participation. The rates of disabling injuries sustained from this company's recreational program are reflected below:

Sport	Frequency (per 1,000,000 Manhours or play or practice)	Days Lost Per Injury
All sports	75.11	19.8
Basketball	256.55	14.2

Sport	Frequency (per 1,000,000 Manhours or play or practice)	Days Lost Per Injury
Softball	248.53	26.1
Table tennis	233.70	21.0
Hard baseball	82.05	24.5
Bowling	13.70	2.7
Golf	.0	.0
Tennis	.0	.0

## MUNICIPAL RECREATION SPORTS PROGRAMS

Municipal programs are open to almost everyone in the community: the young, the adolescent, the adult, and the elderly. Statistics concerning injuries sustained in municipal recreational sports programs are non-existent. However, the range of sport activities are similar to those found in industrial and business programs, physical education programs, and intermural sports. It would be safe to assume that the rates and kinds of injuries sustained in these activities would be comparable to those found in company sponsored recreational sports programs.

## PHYSICAL FITNESS PROGRAMS

These are primarily company-sponsored and administered by the welfare and recreation department or medical functions within industrial and business organizations.

Burry (1) states, "It is a well-known fact that the pursuit of physical fitness brings in its wake a host of sprains, strains, and traumas of every variety". Liljedahl (7), commenting on this problem wrote, "Experience from different physical training programmes, even when they have been under professional supervision, shows that 15-20% of the participants discontinue their physical training because of injuries".

A few examples will prove the validity of these two observations. Harris, et al. (4) placed three groups of individuals, ranging from 30 to 66 years of age on a 12-week jogging program. Of the total number of 363 joggers only 265 completed the 12-week program. There were 98 dropouts with 34 of them dropping out due to sore legs and backs.

Glick and Katch (3) reported that among 129 joggers, during an 11-week program, 108 joggers sustained a total of 241 injuries. Of this number 43% were muscle strains of the calf muscles, 20% were joint sprains of the knee and ankle and 18% were various foot ailments. Most of the injuries occurred during the first four weeks of jogging. Three joggers permanently terminated their jogging and two terminated jogging due to injuries. Most cases of injuries were treated by the joggers themselves with rest and temporary abstension from jogging.

Kilbom, et al. (6) placed 63 men, between 34 and 50

years of age, on a two-month physical training regimen. Fifty-four completed the program. The training, two and three times per week, included running, muscle strength exercise, and ball playing. These investigators, commenting on the results of the training, stated; "of the 63 subjects who began training, 30 (48%) had troublesome complications from training during at least one week of the training period. Among these were included six cases of achilles tendinitis, eight cases of sprained ankle, eleven cases with symptoms in the calf and knee, one case of fracture and four cases of headache. Muscle pains of the type commonly caused by training were not regarded as complications. Twelve of the 30 patients with complications (19% of the whole group) had such difficulties that they either quit training or had pain for three weeks or more even at rest."

## THE COSTS

Industrial organizations, businesses, and municipal corporations expend an enormous amount of money in promoting recreational programs. This includes investments in staff, property, playing fields, gymnasiums, athletic equipment, uniforms, trophies, banquets, etc.

When injuries occur in company-sponsored or municipal recreational sport and physical fitness programs, collateral costs are added to the initial expenditure of monies invested in the programs. These include medical and/or hospital costs, time lost from work in treatment and rehabilitation, increased record keeping costs, interference with on-the-job proficiency, increased insurance costs, and above all, financial liability.

Financial liability is of particular importance to those who are concerned with administering municipal recreational programs. Allowing entrance to the facilities they administer by almost everyone in the community, they are particularly subject to legal suits against the municipal corporation by overprotective parents, those who desire to get something for nothing, and greedy members of the legal profession, who specialize in suits against municipal corporations.

As to financial liability in industrial organizations and businesses, Felton (2), who conducted intensive research of the literature relating to the problems of injuries in recreational sports programs and their collateral costs, pointed out many of these problems. He wrote, "Because of the conflicting picture in insurance coverage, acceptance of liability by the sponsoring company, the failure to provide physical examination to

continued on following page

participants, and the inadequate record keeping systems now current, numerous litigations will result, and have resulted in the past."

### PREVENTION AND REDUCTION OF HAZARDS

Every authority in the field of athletic training and injury prevention has emphasized that the two most important factors in injury prevention for competitive athletes are: 1) the pre-season medical examination, and 2) the conditioning of the athlete prior to the competitive season.

Felton (2) recommended that, in industrial recreation programs, (a) employees undertaking athletic participation be physically fit for this activity; (b) a pre-season physical examination be performed on industrial athletes to recognize disease changes early; and (c) prompt and competent treatment of injuries be provided so tissue damage can be kept at a minimum level.

Sixteen years later, Haskell (5), commenting on the hazards encountered in physical fitness programs, wrote, "For the large scale success of an employee fitness program medical approval is a necessity and active medical participation is highly desirable. Ideally, any physical fitness program should be an integral part of the total employee health and medical program." Felton's and Haskell's recommendations were both directed to the large industrial and business organizations who are staffed with medical departments and provide a medical examination for all persons seeking employment with the organizations they represent. In contrast, there are thousands of smaller organizations without medical departments who sponsor recreational sports teams to improve employee morale or for public relations value within the community.

The large industrial and business organizations generally provide a yearly medical examination for selected management and executive personnel. However, due to the costs involved, very few will provide a stress electro-cardiogram examination for those over forty years of age who want to participate in a physical fitness program. The medical profession, in general, has stressed this type examination for middle-aged men prior to engaging in strenuous physical activity.

Recreational sports athletes fall in the age groups between 18 and 35 years of age. Few have reached positions in their organizations which entitle them to the fringe benefits of a free medical examination each year. To provide a medical examination and clearance for every employee desiring to participate in a recreational sporting activity would necessitate a large increase in medical costs.

Felton's recommendation that a recreational sports athlete be physically fit before competing applies to an authoritarian environment in which a medical practi-

titioner, coach, or trainer has the authority to deny participation in sports activities to employees who are not physically fit. To suggest this approach in an industrial or municipal organization environment would create a furor among employees and the general public.

Felton's other recommendation that prompt and adequate treatment of athletic injuries be assured, can be followed if the director of recreation and the organization he represents insure that the services of an orthopedic physician are readily available for emergency and follow up treatment of athletic injuries.

Without being able to provide a medical examination and clearance or the authority to compel a participant to be physically fit prior to competing, what can directors of recreation in an industrial, business, or municipal organization do to reduce the hazards in recreational sport and physical fitness programs?

First, they should have an awareness of the effects of inactivity and aging on the musculoskeletal and physiological systems of the body. Second, they should have some knowledge of the underlying factors and the known causes of athletic injuries and overuse syndromes. Third, they should know the principles of injury prevention. Fourth, they should have formalized training in the first-aid treatment of athletic injuries. Fifth, the director of a physical fitness program should have some knowledge or training in exercise physiology, physical fitness testing procedures, fitness development programs, and the type of exercises that should generally not be used in fitness programs.

This knowledge can be obtained through courses provided at various educational organizations, correspondence courses, or home study. There are numerous books written on every phase of physical fitness.

### RECOMMENDATIONS

Several practical steps can be taken by directors of recreational sports and physical fitness programs to prevent or reduce the hazards of these activities. Among these are the following:

1. Recreation departments should develop posters emphasizing the necessity for physical fitness conditioning prior to sports participation, the necessity of testing for physical fitness, the importance of cardiovascular stress testing for men over forty, and other factors in sports safety and injury prevention.
2. Directors should develop short-form check-off or fill-in questionnaires listing body areas and joints, types of injuries (strains, fractures, etc.), and the more common types of systemic diseases (asthma, diabetes, heart trouble, etc.). Information obtained from the questionnaires will assist directors

in advising participants that, for their own safety, they should consult with a medical practitioner or orthopedic specialist, prior to engaging in strenuous physical activity.

3. In physical fitness programs, directors must emphasize the necessity of proceeding at a very slow pace, including warming up prior to physical activity. They must stress the necessity of conditioning the feet prior to jogging or running activities, and the use of well-fitted and well-constructed running shoes. They should insure that contra-indicated calisthenic exercises, such as hyperextension type movements for persons with low back pain or floor dips for round shouldered persons are not prescribed for physical fitness programs. Further, they should recommend to all those engaged in these activities that it would be to their benefit to have an X-ray examination of their feet, legs, hips, and lower back to ascertain whether there are any hidden anomalies (defects) or early signs of osteoarthritis in body joints. There is no other form of athletic or physical activity that places as much stress on the feet and lower extremities as do jogging and distance running.
4. In recreational sports programs, directors should be careful to emphasize the necessity for preconditioning and the importance of warm-up prior to competition. They must point out that if a participant suffers a minor muscle strain or joint sprain, he/she should rest for two to three days, with application of heat, if there is no swelling, prior to returning to physical activity. It is well established that returning to activity too soon after a minor injury is one of the major causes of chronic muscle inflammation and recurrent ankle sprains and knee problems.
5. Recreation professionals must insure that the organizations they represent have obtained the services of an orthopedic specialist, preferably one who specializes in the treatment of athletic injuries. In physical fitness programs, the services of a podiatrist (foot specialist) are an invaluable aid in treating the foot problems common to jogging and running participants. □

John P. Jesse, ACSM has authored four books on athletic training and injuries and has contributed to three others. In addition, he has written over 80 articles on the subject for numerous English language journals. Jesse is a member of many sports medicine organizations, including the American College of Sports Medicine, the United States Track Coaches Association, the United States Wrestling Federation, and the American Academy of Podiatric Sports Medicine. He is a graduate of the University of Southern California and a former member of the Los Angeles Police Department. He is presently the Security Manager for Rockwell International in Los Angeles.

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## Constructive Comments

### Fitness trail: inexpensive and fun to use

by Anthony W. Kotz  
Kotz & Schneider  
Land and Recreation  
Planning & Design  
Syracuse, N.Y.

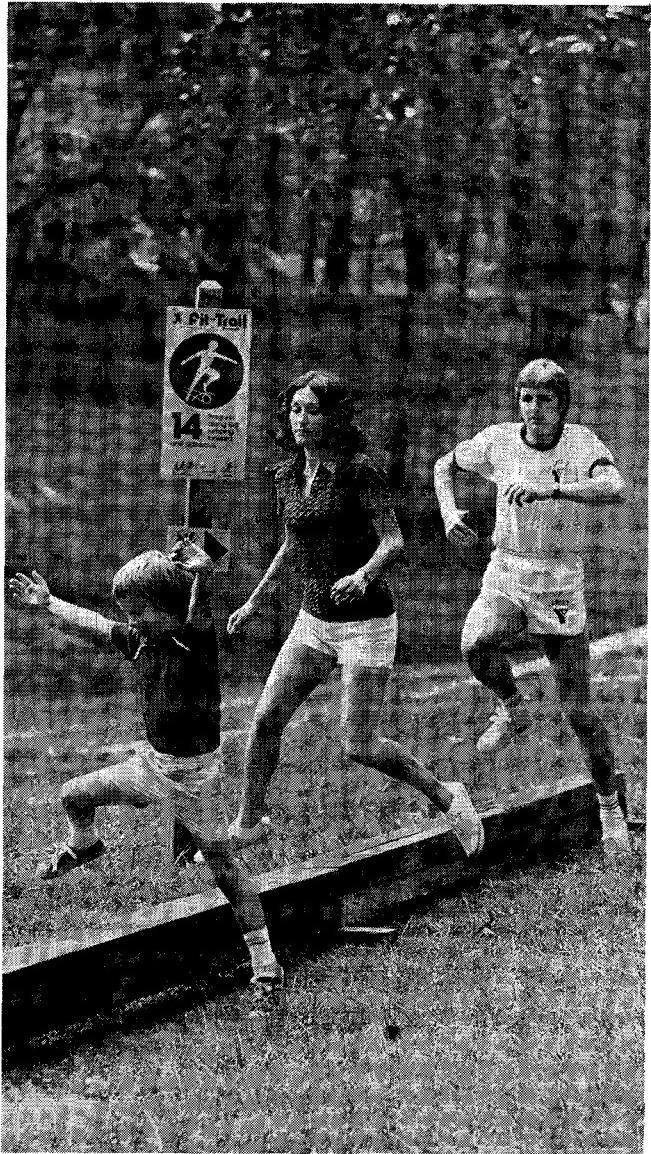


Here's an idea that's sweeping the U.S. and Canada: a fitness course, or *parcours*, which combines the benefits of jogging or walking and exercise. Not expensive to build, and suitable for most people regardless of physical abilities, it is great for fitness, and fun too!

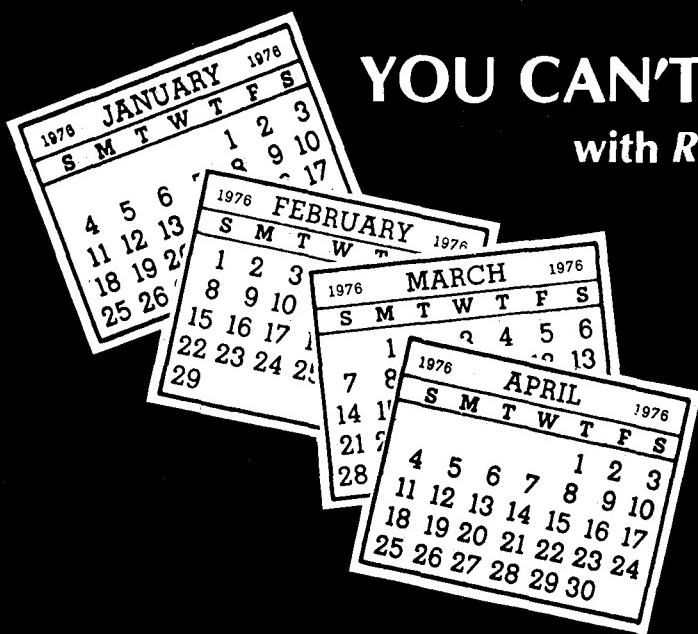
A fitness course is equipped with exercise stations such as vaulting and chin-up bars, sit-up areas, and jumping pits, placed at intervals along a jogging or walking trail, forming a balanced exercise system. Each station has instructions which explain how to do each exercise. A course can be built to fit almost any terrain or available land. A suggested length is one to two miles with, perhaps, ten to twenty stations. Natural materials such as logs and stumps can be used for much of the equipment.

It is important to design the course to include in the proper order of difficulty. Warming-up exercises should come first, with more strenuous activities following later.

A well designed fitness course can be a benefit to all kinds of people. Amateurs and professionals, singles and families, the young and old will all appreciate this enjoyable approach to fitness.



Photograph courtesy of the Recreational Development Corporation, Fit-Trail Division, Charlotte, North Carolina.



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# Tournament News

## Tournaments open to members of NIRA families

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



### Tournament Policy Changes

Your NIRA Board of Directors, at its May meeting, approved the following changes regarding member company participation in NIRA tournament activities:

- Family and Retiree Participation** — The field of individuals who are eligible to participate in NIRA tournament activities has been expanded to include members of the immediate families of employees in member companies. Retirees and their immediate family members are defined as those individuals living in the same household as a NIRA member company employee or retiree.
- Golf Tournament** — The on-site local golf competition provision of this year's NIRA National Golf Tournament has been withdrawn by action of the Board of Directors, as a result of negative feed-back from member company representatives. The NIRA Tournament and Services Committee has been directed to explore the feasibility of an on-site local golf tournament for 1977. This tournament, if instituted, could be separate from existing on-site regional competition.
- Fishing Contest** — "At least one entry form should have been received by all NIRA member companies" reports **Gene Miller** of Michigan Bell Telephone Company. Gene is this year's contest coordinator. If your company has not received an entry form, please call **Pat Stinson** at NIRA Headquarters (312/346-7575) for a form. Upon receipt of your entry, Gene will send an ample supply of individual contest entry forms.
- Thank You** — As of the Milwaukee Conference, I have completed one year as Vice President of Tournaments and Services. It has been a rewarding year for me and I hope that I have been able to contribute to the growth and development of the area.

Of course, growth does not take place without the sustained and active participation of our membership and the efforts of each individual contest coordinator. It is to these people and their companies I give a real note of thanks. For the coming year, I look for continued achievements in this area. It is the commitment of the NIRA staff and myself to expand our services area and to continue to improve upon our tournament and contest offerings. The NIRA staff and I look forward to working with each company representative for another year.

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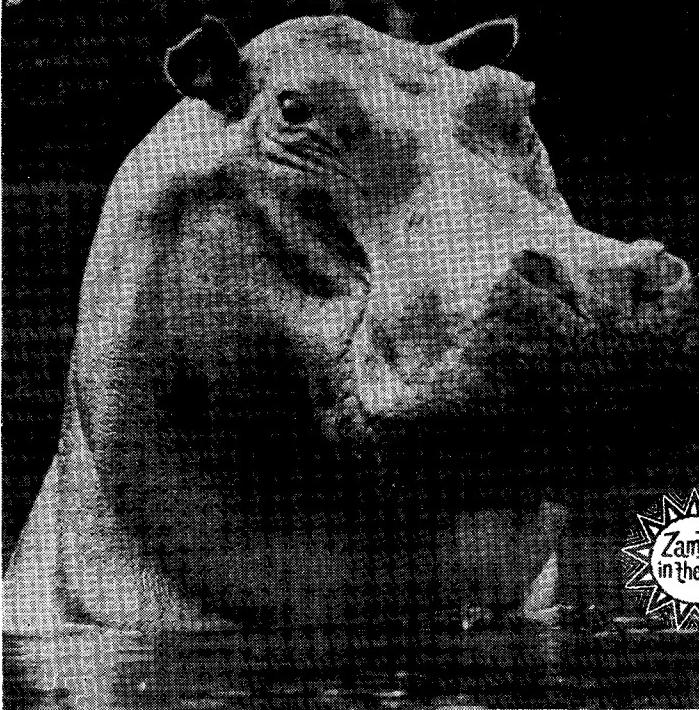


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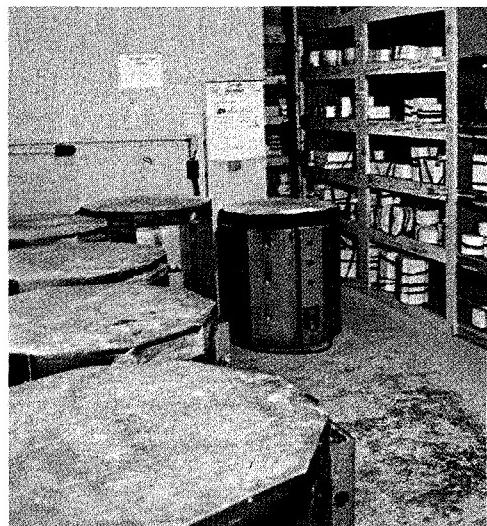
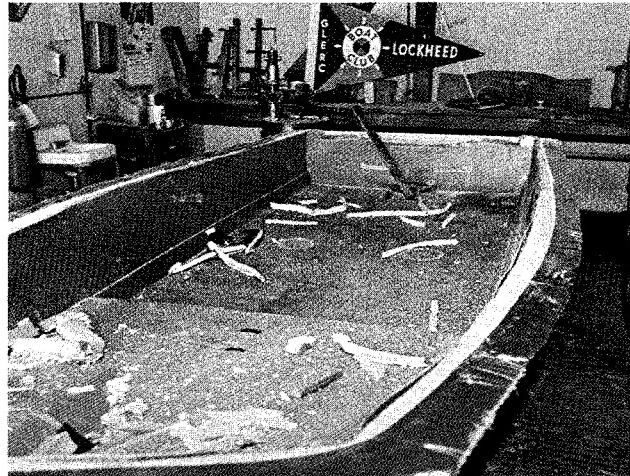
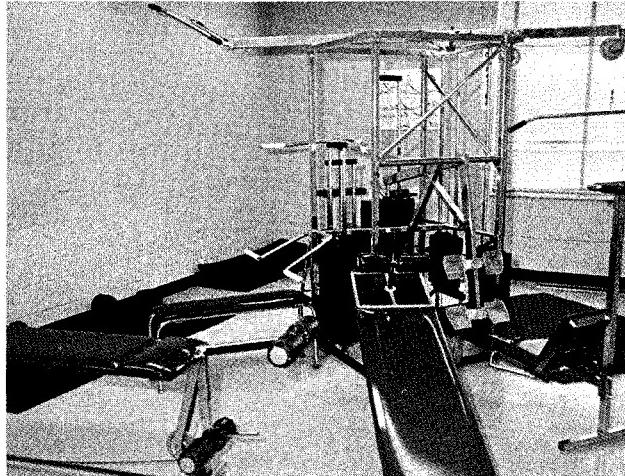
Greater Los Angeles Area IRC

Welcome to new members

Administering a film program

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# recreation management



**POST CONFERENCE and ADMINISTRATION ISSUE**  
**Roy McClure named President — See report, page 30**

# El Salvador



**Very close to heaven,  
yet very down to earth.**

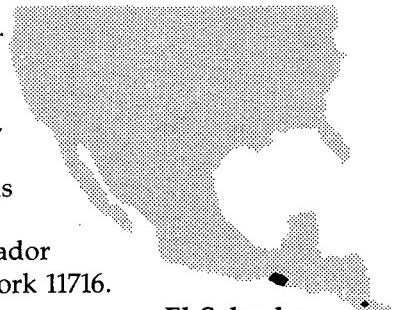
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# recreation management

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## about the cover

THE JOURNAL OF EMPLOYEE RECREATION  
HEALTH AND EDUCATION

IN THIS ISSUE  
1976 Conference & Exhibit  
Recreation administration and funding  
Greater Los Angeles Area IRC  
Welcome to new members  
Administering a film program  
CPR training programs

August, 1976

# recreation management



## POST CONFERENCE and ADMINISTRATION ISSUE Roy McClure named President — See report, page 30

This month's cover pictures the accomplishments of Roy L. McClure, NIRA's 1976-77 President. As Manager of the Georgia-Lockheed Employees' Recreation Club (GLERC), McClure oversees an exemplary recreation/services program. An accomplished photographer, McClure is shown here, surrounded by highlights of his recreation program.

Top, left to right: the well-equipped physical fitness room and the unique boat shop. Center, left to right: GLERC trophies and NIRA awards, McClure at the Robert E. Gross Recreation Building, and the ceramic room. Bottom, left to right: employee flight club aircraft and McClure's own aerial photo of the GLERC's 27-acre lakeside recreation site. (See the November, 1975 issue of RM for a "Profile" of the Georgia-Lockheed program and facilities.)

Next Month: September travel issue

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Noah Webster (1758-1843). Father of lexicography and inspiration for founding of our company.

## Be your own news service

Every issue of *Recreation Management* carries news and feature stories about the recreation and employee service programs of member companies. This coverage serves two essential NIRA services: (A) to provide information and ideas to other members, and (B) to provide national recognition for outstanding and innovative work in the field of industrial recreation. No other magazine in the country offers this forum.

With members scattered throughout the United States and in Canada and Mexico, we on the NIRA staff find it difficult to remain current with the accomplishments of all our members. It is equally hard for busy and often under-staffed recreation directors to find time to keep us regularly informed.

There are three simple and reliable ways to see that *RM* and the full NIRA headquarters staff is aware of your programs.

First, jot a note to the editors of your company newspaper and your recreation newsletter, asking them to add *Recreation Management* to their mailing lists. Company newspapers and recreation newsletters are excellent sources of information about your programs. We learned about the CPR training at Sandia Labs, mentioned in a feature story this month, through a notice in the corporate *Lab News*. We learned about "Alumni

Day" at Babcock & Wilcox and the retiree program at Johnson Wax from articles in those members' company newspapers. Both items led to feature stories in the April, 1976 *RM*. Countless other stories and news items reached print in *RM* because company newspapers and newsletters reached our mailbox.

Secondly, use your corporate PR department to help you. News from member organizations often comes to us in the form of news releases. Such items regularly appear in the "NIRA News", "Names in the News", and "News in Brief" departments. To assure that we learn about your company, including your recreation efforts, ask your public relations manager to include *RM* among the media which receive your organization's news releases.

Thirdly, remember to dash off a note, send a clipping, or call us (312/346-7575) whenever your office offers a unique program, receives an award, or scores any other achievement which could be interesting or informative for other members. Of course, time and space limit the amount of news and number of features we can carry in any issue. Even so, your chances of gaining national coverage increase significantly when the NIRA headquarters hears about your accomplishments.

rm

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## Principles of Association Management

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about our members . . .

# nira news

## Honor Kodak men in Softball Hall of Fame

Two men from Eastman Kodak in Rochester were honored by their company this summer for their past inductions into the national Softball Hall of Fame. The late Harold P. "Shifty" Gears and retiree Thomas G. "Tommy" Castle were named in plaques dedicated in a special outdoor ceremony, June 21.

Gears played softball for 29 years, most of them for Kodak Park in industrial league competition. A dazzling pitcher, Gears was on the mound when Kodak Park teams won world softball championships in 1936 and again in 1940. He pitched 981 games in his career and won 866 — a record that earned him a spot in the nationally syndicated "Believe It Or Not" newspaper column.

Castle, who earned a reputation as an outstanding hitter and first baseman, played in the same 1936 and 1940 championship teams. Castle spent 31 years as a player, collected many regional and state honors, and was active in Rochester semipro ball.

In recognition of their outstanding performances, Gears and Castle were inducted into the Softball Hall of Fame in 1957 and 1964, respectively. The Hall is headquartered in Oklahoma City.

Gears joined Kodak in 1929. After several manufacturing assignments, his interest in sports brought him, in 1946, to the staff of the Kodak Park Activities Association as a recreation counselor. He spent the next 27 years working with both adults and children in a variety of sports and

recreational activities. He retired in 1973 and died in 1974, at the age of 66.

Castle joined Kodak Park in 1936 as a construction worker. He retired in 1971 from the plant's chemical manufacturing division, where he worked in machine maintenance.

\*

\* \*

**NIRA Newsnotes . . .** In Atlanta, **The World of Sid and Marty Krofft** has signed a major advertising and marketing agreement with Delta Airlines. The agreement, which extends over a five-year period beginning in July, 1976, covers \$1 million in cash and promotional benefits for the two organizations. Delta has been named the official airline for the World of Sid and Marty Krofft, a NIRA member indoor amusement center in Atlanta . . . **Greyhound Lines, Inc.** and Amtrak have inaugurated intermodal service between New York City and New England. Under the new service, passengers may purchase one ticket for transportation via bus and train, with a transfer, including baggage handling, from one mode to the other in Boston . . . **The Ramada Camp Inn** system has opened a new year-round site on the Gulf of Mexico adjacent to Long Beach Resort on U.S. 98. The 150 improved sites include full hook-ups for trailers, campers, motorhomes, and other recreational vehicles . . . Similarly, the latest **Holiday Inn Trav-L-Park** has opened at Emerald Isle, North Carolina. The 25-acre park contains 216 sites for recreational vehicles, tents, and campers of any type. It offers 500 feet of Atlantic waterfront. **PM**

## **Kim Sobczak joins staff**

The NIRA headquarters office welcomes Kimberly S. Sobczak, our new Secretary/Administrative Assistant. She reports to Executive Director Michael Fryer, replacing Gail S. Allen who left late in May. Kim's responsibilities include all executive secretarial work as well as numerous administrative duties. She is a high school honors graduate and a three years' veteran of varied secretarial experience.



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## **Bugs and friends in Acapulco**



Bugs Bunny and his Warner Brothers cohorts, Speedy Gonzales, Tweety Bird, and Daffy Duck posed on the beach in front of the Ritz Marriott Hotel while on a Mexican promotional tour for Marriott's "Great America" theme parks in Santa Clara, California and Gurnee, Illinois.



Oakland, California, site of the 1976 Western Region VII Conference and Exhibit.

## Conservation theme chosen for Western Region VII Conference

"Recreation and Conservation — Partners in a Better Life" is the theme of the 1976 Western Region VII Conference and Exhibit. The west coast gathering is set for the Oakland Hyatt House, September 30 through October 3. The Oakland Industrial Recreation Association is coordinating this year's Conference which will welcome delegates from Oregon, Washington, Idaho, Utah, Nevada, California, and Arizona.

Educational sessions for the four-day Conference will cover general recreation concerns and specific regional interests. The opening banquet, on the evening of Thursday, September 30, takes its title from the Conference theme. The Shell Oil Company will host the affair. Friday, October 1 will offer learning sessions on recreation fee structures, programming for high risk activities, and understanding liability insurance. Saturday's sessions will open with a speech by NIRA Executive Director Michael Fryer on what NIRA can do for IRC's. Also that day, speakers will discuss pre-retirement programming, the use of southern California recreation attractions, the basics of non-profit association status, and

the organization of special recreation events. Saturday afternoon will also include the Region VII meeting and election. Sunday, October 3 will close the Conference with a jamboree and Region VII council meeting.

In addition to the delegates' program, the Region VII meeting will offer a full schedule of spouses' activities. Oakland's location across the Bay from San Francisco, of course, offers endless shopping, sightseeing, and entertainment possibilities for visiting husbands and wives. Included among the programmed spouses' activities are a San Francisco Harbor tour, a winery tour and tasting experience, and an afternoon at Los Gatos Old Town. Spouses will also participate in many of the regular delegates' activities.

RM will follow up on the Western Region VII Conference and Exhibit this fall. In the meantime, any questions should be directed to:

Ms. A. Jody Merriam  
Oakland Industrial Recreation Association  
1520 Lakeside Drive  
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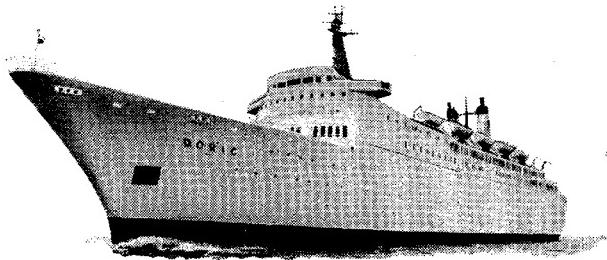
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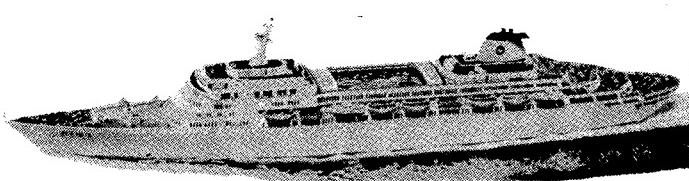
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# news in brief

## Drive to preserve Bicentennial record

How did the nation commemorate its 200th anniversary? What values prevailed? Who took part in the celebration? What was its significance?

"These are the questions our children's children will ask," according to John W. Warner, Administrator of the American Revolution Bicentennial Administration

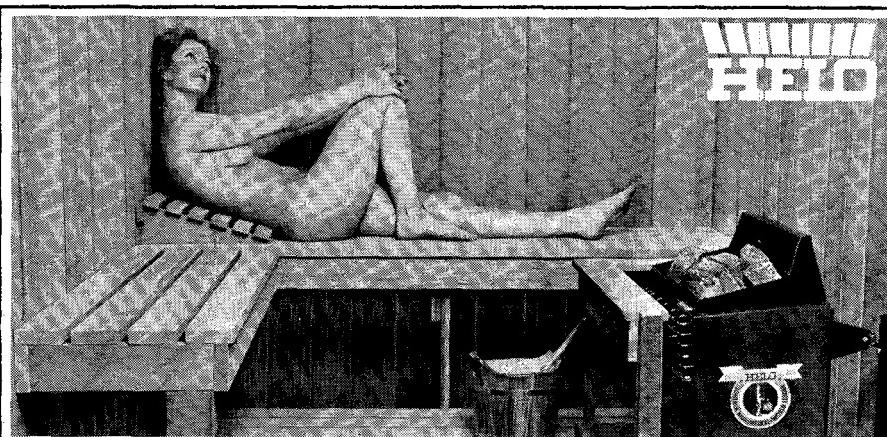
(ARBA). Said Warner, "It is vital that the complete record of the Bicentennial be preserved in all its color, variety and scope."

As a federal agency, the ARBA is working with the National Archives, the Smithsonian Institution and the Library of Congress to insure that the official record of its activities as well as artifacts of national significance are preserved.

Because the Bicentennial is essentially a grass roots commemoration, according to the ARBA, communities and organizations are being urged to preserve their own records of participation.

The ARBA recommends that community Bicentennial committees consult with state and local historical societies, libraries and local museums for advice and help on the selection and retention of Bicentennial records and memorabilia.

Warner has sent a letter to state Bicentennial commissions, asking



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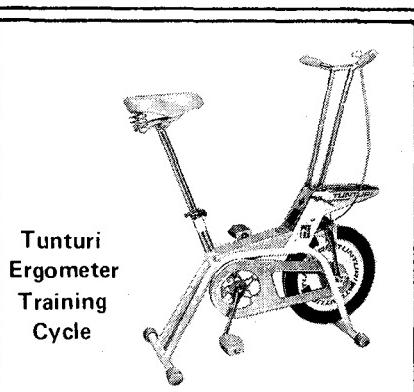
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them to join in the effort for local archiving, as well as preserving state records.

Neither the ARBA nor federal depositories can accept local archive materials, but state and territorial Bicentennial commissions are being asked to provide copies of their final reports for inclusion in the ARBA's records. The ARBA will prepare a national inventory of Bicentennial records and memorabilia indicating what records and artifacts have been preserved around the country and where they are located.

## U.S. to study urban parks idea

The Department of the Interior is conducting an urban parks study this summer and fall, in an initial step toward possible eventual Federal involvement in urban park preservation.

The project is sketched by Interior releases in vague terms. The department makes no promises to aid cities in developing parks in the immediate future. Officials do lend support in principle to the establishment of Federal urban preserves.

"There is unquestionably a need to put more parks where great numbers of people live — in cities," said Nathaniel P. Reed, Assistant Secretary of the Interior for Fish and Wildlife and Parks. Reed is directing the study of 28 urban areas.

There are already three Federal urban parks, or National Recreation Areas, in the U.S.: Gateway in New York, Golden Gate in San Francisco, and Cuyahoga near Cleveland and Akron. According to Reed, the success of these prototypes has encouraged the development of similar proposals in urban centers across the country. The current Interior study will consider the value of Federal involvement in such endeavors on a national scale.

Urban areas which will be visited and analyzed as a part of the study are: Worcester, Mass.; Providence, R.I.; New York, N.Y.; Syracuse, N.Y.; Nassau and Suffolk Counties, N.Y.; Atlantic City, N.J.; Scranton/Wilkes-Barre, Pa.; Baltimore, Md.; Wheeling, W.Va.; Wilmington, N.C.; Atlanta, Ga.; Jackson, Miss.; Ft. Lauderdale, Fla.; Chicago, Ill.; Milwaukee, Wis.; Duluth, Minn.; Flint, Mich.; Lima, Ohio; Midland, Tex.; Tulsa, Okla.; St. Louis, Mo.; Topeka, Kansas; Colorado Springs, Col.; Salt Lake City, Utah; Los Angeles, Calif.; Las Vegas, Nev.; Tacoma, Wash.; and Portland, Ore.

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# Irc profile

## Greater Los Angeles Area Industrial Recreation Council



by Dan Archibald, CIRA

### Getting together with a purpose

From a small beginning in the spring of 1974 to the present, the Greater Los Angeles Area Industrial Recreation Council (GLAAIRC) has become one of the fastest growing IRC's in the NIRA family. Listing 61 members as of August, 1976, the organization looks back with pride to the day in May, 1974 when representatives from ten companies met to discuss the possibility of forming a recreation directors' group. The initial meeting included employee recreation and services professionals from the Hughes Aircraft Company, TRW, the Northrop Corporation, Rockwell International, the McDonnell Douglas Corporation, the Standard Oil Company, and Cedars-Sinai Medical Center.

Everyone in the group agreed on the value of meeting regularly to share ideas and exchange information on policies and practices in employee recreation and service programs. This concept — the sharing of ideas and the exchange of information — has been our prevailing purpose throughout the short history of the GLAAIRC. At that first meeting, a quick survey indicated that those in attendance did indeed want to learn more about one another's programs and methods. Results of a questionnaire administered during the first meeting indicated that, even among the ten professionals present, widely diverse responsibilities were represented:

Activity	Number involved
Athletics .....	10
Hobby Clubs .....	9
Group Sales .....	9
Employee Sales .....	8
Group Travel .....	7
Christmas Parties .....	7
Flower Services .....	7
Company Picnics .....	6
Vending Machines .....	6
Blood Bank .....	6
Employee Newspapers .....	6
Food Services .....	5
Car Pools .....	5
Traffic Citations .....	4
Mutual Ticket Sales .....	3
Seminars/Workshops .....	3
Parties/Dances .....	2
Awards Banquets .....	2
Noontime Programs .....	1
Arts/Crafts Shows .....	1
Talent Shows .....	1
Beauty Contests .....	1
Charity Programs .....	1
Retirement Programs .....	1

— A consensus of our original group endorsed a plan to continue our ideas exchanges on a regular basis. Subsequent monthly meetings were hosted by different companies in the group. This helped provide us all with greater insight into our fellow members' programs and problems. These regular, but informal gatherings continued for approximately six months. We soon realized, however, that our group would attract a growing number of additional companies. Although a slate of officers had taken responsibility in October, 1974, it became clear in a very short time that a permanent figure on the board of directors as well as an established mailing address would be necessary.

To the rescue came the city of Lakewood and its recreation and community services department. A Gold Medal Award city for its innovative and progressive approach to recreation programming, Lakewood lent its name and support to the emerging Council. Superintendent of recreation resources Dick Warner became the GLAAIRC's executive secretary. Dick brought to the fledgling IRC an extensive background in both municipal and employee recreation. Joining him in forming the GLAAIRC's first executive board were:

**President:** Dan Archibald, Xerox Corporation

**First Vice President:** Bob Schlauch,  
McCullach Corporation

**Second Vice President:** Bob Gardner,  
Southern California Edison Company

**Recording Secretary:** Hiroko Mochida,  
Cedars-Sinai Medical Center

area includes eight million people. Industries of various sizes and untold numbers represent possible organization members. (Over 42 employers claim work forces of over 1,000 people.) The area probably has more full-time paid employee recreation administrators than any other part of the United States. Countless offerings of entertainment, travel, and special discount services represent a huge list of potential membership benefits and associate memberships. The task of reaching this vast number of companies and tapping this massive reservoir of membership benefits is the challenge that faces the GLAAIRC today. The possibility that some day the organization may have to break into several smaller, more manageable councils has not been overlooked. For the immediate future, however, the challenge is to continue to enhance the evergrowing membership on an educational level while providing services to all GLAAIRC member employees which they might not otherwise be able to enjoy.

RM

Our membership fees were established to assure that the GLAAIRC is a full NIRA Council. Those members who are already affiliated with NIRA pay \$15 annually for membership in the Los Angeles Council. Non-NIRA members pay \$25, of which \$10 pays for affiliated membership in NIRA. Dual membership costs just \$30.

As the GLAAIRC began to mature, more members brought new blood and ideas into the organization. Among the "second wave" were the Nissan Motor Corporation, the *Los Angeles Times*, the Marine Corps Air Station at El Toro, the Aerospace Corporation, the United Teachers/Los Angeles, and the Pacific Telephone and Telegraph Company.

## Building strength through programs

The GLAAIRC's growing success depends upon two factors: the delegation of leadership responsibilities through study committees and a strong adherence to the concept of educational programs at all meetings. Every meeting offers an informative program built around a panel discussion by IRC members, a round-table discussion, or an outside speaker. The most popular programs have discussed such topics as group travel, company picnics, a training and development manager's look at employee recreation, budgeting, employee motivation, and employee physical fitness.

Success and its attendant growth present new challenges to the GLAAIRC. The greater Los Angeles

## names in the news



**Martha L. Daniell**, NIRA President for 1970-71, is due home from the Peace Corps in November of this year. Daniell, who came to NIRA from Nationwide Insurance, joined the Corps in 1974 and was sent to the Caribbean island of Antigua. There, she has used her administrative experience, especially that gained as a teacher and school supervisor in West Virginia, to coordinate curriculum development for the island's public schools. Working with three assistants and local teachers, Daniell has coordinated later elementary programs in math, science, languages, social studies, agriculture, home economics, and physical education. She has lived with an Antiguan family.

RM

# Paying for industrial recreation

## A survey of NIRA member companies shows where they get their recreation funds and how they spend them



by

**Richard M. Brown**

INDUSTRIAL recreation has grown dramatically during recent years. Unlike other aspects of industrial relations and personnel management, however, recreation has undergone very little research or analysis. In an effort to understand how modern recreation organizations are managed and funded, I developed a five-page survey for distribution to recreation administrators. The questionnaire was designed to be comprehensive, but quick and simple to complete. It was sent, in July, 1975, to 300 NIRA member organizations selected at random from the Association's membership directory. Approximately 65 organizations replied within one month. Of these, 48 returned questionnaires that were reasonably complete. These constitute the sample upon which all findings discussed below are based.

The 48 organizations in the survey varied widely in size. The smallest had only 400 workers; the largest employed 70,000. The entire group totaled 470,000 employees, for a company average of 9,783. Geographical location varied as widely as size. The participants hailed from 21 different states across the nation. They also included respondents from Canada and Mexico. The heaviest concentration clustered in the industrial centers of New York (with 10 respondents), Ohio (with 9), and California (with 8). As the range in size might indicate, the organizations also varied as to recreation

facilities. Twenty-six, or 54%, offered tennis courts, playing fields, golf courses, gymnasiums, or other company-owned recreation facilities. The other 22 respondents, 46% of the group, were without facilities. Employees in 27 (56%) of the surveyed organizations were totally non-union. Another 21 companies (44%), however, were at least partially unionized. Of those who did have union representation, an average of 70% of non-exempt employees were union members.

### TYPES OF ORGANIZATION

An attempt was made to determine whether the organizations surveyed were managed by their companies or by an employee group. Company-managed programs, on the one hand, are usually administered as personnel or employee relations functions and are considered as parts of an overall fringe benefit package. These programs may — or may not — involve employee boards or councils. Employee-managed programs, on the other hand, are controlled by employee boards or councils. The membership of these boards or councils may be chosen in any of three ways. It may be elected entirely by the employee body, appointed entirely by management, or include a combination of elected and appointed members. In the results cited here, staffing levels include only full-time employees. Staff members are noted here only if 50% or more of their time was spent in managing company recreation activities.

The following is a summary of the findings in this area. It must be noted that not all responding organizations answered every question. In some categories, therefore, the total number of responses may not equal 48.

In the survey group, 18 (38%) of respondents worked with recreation programs which were part of their companies' personnel functions. Of these, ten companies

operated their activities without the input of an employee board or council. The remaining eight did rely to some degree on an employee board or council. Two of these boards were composed entirely of elected members. Three had only management-appointed members. Another three included a combination of the two.

In 29 of the companies (62% of the sample), recreation programs were employee-managed. Of these, 17 were incorporated, eleven were not. Thirteen had a 501 (c) (4) tax exempt classification, while five had a 501 (c) (7) tax exempt classification. In this group, ten organizations operated under boards of directors which were entirely elected by the employee force. One worked with an all-appointee board. The majority of eighteen companies, however, lived with a compromise of elected and appointed members.

Of all organizations responding to this portion of the survey, ten (22%) worked without the input of a board or council. Another 12 (25%) worked with boards comprised entirely of elected employees. Only four dealt with entirely appointed boards. The greatest single block, 21 companies (45% of the sample), had part-elected, part-appointed boards. In some recreation organizations, including four of this group, elected boards are a congress of the elected leaders of each separate recreation activity.

The 47 organizations which supplied staff statistics averaged 3.2 recreation staff people. Among those whose work was part of the personnel function, the average staff size was 2.6 people. For employee-managed programs, the average was significantly higher, at 3.6 people.

## FUNDING

Of the 48 companies participating in this survey, 43 provided an overall yearly budget figure for their recreation programs. In all but six of these, the costs of employing full-time staff people were not included, since staffs were paid directly by the companies. Forty-two respondents provided detailed information on the sources of their income. For the purposes of this survey, it is assumed that expenses match income; that no deficit is being incurred nor reserve being accrued. All dollar-per-employee averages here are calculated using the total number of employees in each company.

The 43 companies responding to this portion of the survey totaled 435,000 employees. Collectively, they worked with an annual budget of \$9.2 million, or an average of \$213,250 per company, annually. Recreation expenditures in these companies averaged \$21.00 per employee per year. In companies that operated at least some recreation facilities for their people, the annual

expenses averaged \$31.94 per employee. In those companies that operated no recreational facilities, expenditures per employee averaged only \$10.71 annually.

In the total group, recreation income was distributed between three primary sources. The largest proportion, 36.1%, came from direct company contributions. Another 31.4% came from the dues and/or fees paid by participants. A generous 27.7% of all recreation budgets derived from vending machine profits. In some companies, these included not only food, beverage and tobacco vending outlets, but also pay telephones, cafeterias, and other vending operations which catered to the employee population. All other sources of recreation income, including merchandise sale profits and bank interest payments, amounted to only 4.8% of participants' budgets.

The survey indicated that those recreation programs that gather their supporting funds from a variety of sources generally have more money per employee to devote to their programs. Among the nine respondents who depended entirely on company contributions, an average of only \$17.31 was spent per employee per year. Six companies which relied solely on vending profits spent even less — an average of only \$10.71 — in funding per employee per year. Company contributions and employee dues supported another nine recreation programs. This group averaged \$22.66 in expenditures per employee per year. Vending, together with dues and other miscellaneous income sources, provided funding for five respondents. They spent an average of \$27.16 per employee per year. The largest budgets of the survey sample were reported by those companies that used the greatest number of income sources. Eleven respondents took income from company contributions, vending machine profits, dues, and other income sources. They spent an average of \$30.31 per employee per year on recreation.

## SUMMARY OF RESULTS

The data gathered from the 1975 survey suggest some interesting and possibly unexpected observations. First, although the survey included companies ranging in size from 400 to over 70,000 employees, **The average number of employees** was surprisingly high: nearly 10,000. Likewise, the average size of full-time recreation staffs covered in the sample group was 3.2 people. Clearly, our sample included many highly developed programs.

**continued on following page**

## Paying for recreation continued

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The selection for larger companies may well have occurred when the questionnaires were returned to us. Perhaps only persons who are involved full-time in larger programs had the information and time available to return completed surveys. Our sample, in any event, is probably not representative of *all* industrial recreation programs in the United States. It does, however, provide insight into well-developed programs in fairly large companies.

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Our data on respondents' **geographical locations and facilities ownership** generally conformed to our expectations. The concentration of responses from New York state, Ohio, and California follows NIRA membership distribution statistics. Employee recreation is well developed in the industrialized east and midwest. On the west coast, most NIRA members are aircraft or aerospace manufacturers, many of whom employ large numbers of people and offer well-developed employee benefit programs. The fact that over half of our respondents offer some type of recreational facilities is another clue that we are looking here at a sample of companies with rather extensive programs.

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The response to the question of **unionization** was rather surprising. Fifty-six per cent of those replying were totally non-union. In the 44% who were organized to some extent, an average of 70% of non-exempt employees were union members. This is a much higher ratio than one might expect. Unfortunately for our purposes, the United States Department of Labor does not provide a direct statistical comparison to our union figures. However, Labor data does indicate that 44.4% of the total U.S. manufacturing work force is unionized. (Statistics Abstracts, (1974), Table 590, p. 365.) This compares with 30.8% (70% of 44%) for the 48 companies covered in this survey. If this comparison is indeed valid, we must then wonder if the lower level of unionization is a cause or an effect of the well-developed recreation programs in our companies.

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Reports on **program structure** suggest some interesting conclusions. Almost two-thirds of the companies responding to the survey had employee-managed recreation programs. That is, the governing bodies of these organizations were composed predominantly of ordinary employees. This does not necessarily mean that the employees have total decision-making power.

That is probably never the case. However, it does mean that there is at least some employee input at the policy and decision-making levels.

If a program is administered as an arm of the corporate personnel function, there is less chance for this input. Such programs are likely to reflect management's ideas, rather than the employees'. Employee recreation programs within the personnel area are most commonly found in small companies and in the insurance, banking, and aircraft industries. If a recreation program is defined as a personnel responsibility, its employees, facilities, and funding are, of course, integrated into the company. Such organizations are, therefore, not independently incorporated and cannot be tax exempt. Most of these programs, furthermore, have no advisory boards or councils. When they do have advisory boards, their members are usually appointed from and by management. In those few cases in which the members are elected, each usually represents a specific activity and has no official influence over policy, funding, or facilities.

If an employee recreation program is employee-managed and has a full-time staff as well as its own facilities and assets, it is almost always incorporated as a separate entity, distinct from the company. Most of these units apply for recognition as federally tax-exempt organizations. The exempt classification most frequently cited in this survey was 501(c) (4) — Local Associations of Employees. The only other classification reported here was 501(c)(7) — Social and Recreation Clubs.

Among all organizations reported in this survey, 78% operated under some type of board of directors or council. For those whose members all were elected, the number of members varied from 7 to 75, with an average of 24. The larger groups were councils composed of elected activities leaders. Where all members were appointed, the groups were generally much smaller, averaging about nine people. Boards and councils of combined elected and appointed members were of intermediate size, averaging 13 members, of whom an average of nine were elected and four appointed. In general, all boards or councils reported an odd number of members — presumably for tie-breaking purposes.

---

The data on **funding** is best analyzed on the basis of average dollars spent on a program per employee per year. For the 43 companies included in this part of the survey, expenditures averaged \$21.00. There was a wide difference between those that had recreation facilities and those that did not. There is insufficient information to determine whether dollars or facilities were the determining factor in this variance. Are only those organizations with a high degree of funding able to

afford facilities or do those that decide to develop facilities require more funding? Since capital rather than operating expenses usually determines whether an organization invests in facilities, it is likely that the higher degree of funding meets the needs of existing facilities.

The information on funding sources shows one relationship very clearly. If a recreation organization has facilities and thus requires a high level of funding, it is unlikely that the necessary amount will be provided by any one source. Again, necessity is the mother of invention. Of course, any company could elect to cover its recreation costs entirely through direct contribution. However, there is increasing pressure to reduce such overhead and find additional sources of income. Vending profits are a common and ideal source since these funds are generated from the employees themselves and can justifiably be returned for their benefit. Employee recreation association dues are another important source of income. Particularly where facilities are offered, a cost-sharing concept is now considered to be more beneficial than a give-away program. Apparently, if employees have some financial stake in a recreation program, they tend to take more interest in participating and in offering their voluntary services to assist in its management. Only nine companies out of the 43 reporting indicated total program support from a direct

company contribution. Many of these were small, privately-owned companies. Their paternalistic attitude is rare among larger, publicly-owned U.S. corporations. The situation may be quite different in some foreign countries. Economic and cultural factors, and sometimes local law, may require that recreation and social welfare programs be totally funded by employers.

It is interesting to note that, on the average, recreation funding came nearly equally from the three major sources: company contributions, vending profits, and dues. This would seem to be the virtually ideal situation, since it saves a program from the dangerous dependence on one source of support.

All of the information gathered by this survey represents the situation in respondent companies in 1975. The employee recreation field will continue to evolve in response to economic, political and social changes. It would be interesting to submit the same survey to these 48 companies in 1985. **MM**

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**Richard M. Brown is the General Manager of the Texins Association of Texas Instruments in Dallas. The former Treasurer of NIR, he was elected in May, 1976, to a new term as the Association's Vice President of Finance.**

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# Goodyear's Chairman of the Board supports industrial recreation

*"We consider it money well spent, because it lets our employees know we care about them over and beyond what they produce on the job."*

**M**anagement has an obligation, wherever possible, to see that employees achieve a sense of personal satisfaction from what they do.

Goodyear's early management strongly believed that there is a direct correlation between a healthy body and a person's ability not only to do his or her job, but also to enjoy fully the hours away from work. Thus, more than a half century ago, a large gymnasium was built opposite corporate headquarters in Akron. It has been in constant use ever since.

We actively promote the idea of employees taking part in sports. Our company has leagues for basketball, flag football, softball, bowling, volleyball, and golf. In recent years membership in our skiing and tennis clubs has mushroomed. Realizing that not everyone is cut out for active participation in sports, Goodyear sponsors 41 clubs that offer a varied menu of interests, ranging from chess and bridge to gourmet eating and

model railroading. A 1,400-seat theater provides a fine setting for the Goodyear Musical Theatre. The 75-acre Wingfoot Lake Park is becoming one of the finest employee facilities in the country. The company sponsored its first Boy Scout troop in 1914. Today Goodyear is one of the largest industrial sponsors of scouting in the world. We also sponsor the world's largest hunting & fishing club with a membership of more than 5,000.

All of this costs money, but we consider it money well spent, because it lets our employees know we care about them over and beyond what they produce on the job.

Recreation becomes a key factor in productivity by giving the individual status and recognition, as well as improving his or her morale. A diversified selection of activities for employees, members of their families and retirees is the fiber that joins our people into a well-knit, friendly group--on and off the job.

C. J. Pilliard  
Chairman of the Board  
Goodyear Tire & Rubber Company



top management speaks . . .

C. J. Pilliard and eighteen other top leaders of business and industry have joined together to applaud employee recreation. Their statements of support compose the 1976 edition of "Top Management Speaks" published by the National Industrial Recreation Association (NIRA). As a recreation professional, you will want your corporate leadership to see "Top Management Speaks". Let them read about the value of industrial recreation as explained by the Chairmen of the Board for Goodyear Tire & Rubber, U.S. Steel, 3M, Eastman Kodak, McDonnell Douglas and many more respected corporations. To order, simply fill out the form below and return it with your check or money order.

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# CPR Training

## A life-saving addition to your recreation/services program

**N**EARLY one million Americans will suffer heart attacks this year. Some of them will be stricken while on the job. More will fall victim to over-exertion during recreational activities. Thousands will die before medical help reaches the scene.

The American Heart Association, in cooperation with the American Medical Association, has begun a national battle to raise the odds of survival for heart attack victims. Its weapon is a relatively simple first aid technique called cardiopulmonary resuscitation (CPR). The Heart Association is working with medical centers, the Red Cross, YM/YWCA's, and community groups, as well as business and industry to teach the procedure to medical personnel and ordinary citizens. The Association's goal is to make one in four Americans a card-carrying CPR rescuer.

Some pioneering employers such as the Sandia Corporation, a NIRA member headquartered in Albuquerque, have actively promoted CPR training for their employees. In so doing, they make their work and recreation facilities safer for all employees. They also perform a valuable community service by increasing the number of residents who are able to provide emergency life support assistance.

### WHAT IS CPR?

Although it is used most frequently to aid heart attack victims, CPR may also be used to revive the victims of suffocation, drowning, electrocution, drug overdose, and any number of other traumas in which breathing and heart beat have ceased. The technique is a rhythmic combination of artificial ventilation and artificial circulation. A standard procedure used by medical professionals and para-professionals, CPR can be mastered in a few hours by non-medical people under qualified instruction.

Even where efficient company and/or community

rescue systems are operational, CPR-trained rescuers may provide life-saving support in the critical few minutes before such aid arrives. Within minutes after breathing and/or heartbeat cease, a victim may suffer irreversible brain damage. If the flow of oxygen to the brain does not resume within four minutes, damage is likely to occur. Oxygen deprivation for 8-10 minutes will result in serious brain damage or death. CPR, when properly administered, induces air into a victim's lungs by mouth-to-mouth respiration, then forces it to circulate by external heart massage.

The nationally standardized CPR rescuer course lasts 6-8 hours and is often held in two separate sessions. In the first session, the instructor provides an introduction to the technique, discusses conditions under which it should be used, and answers students' questions. Usually, the lecture session includes the screening of a film about CPR, produced by the American Medical Association.

The second session utilizes "Resusci-Anne" manikins for demonstration and practice. Students work in simulated emergency conditions with the help of the instructor. Those who demonstrate mastery of the technique under a variety of possible emergency circumstances are issued Heart Association recognition cards. Rescuers are strongly encouraged to re-take the course every two-years — or more frequently — to keep their skills and reflexes sharp.

### CPR TRAINING AT SANDIA

Sandia's involvement in CPR parallels the experiences of many companies in the Heart Association program. According to Dr. Paul Mossman, head of Sandia's medical department, the corporation started a training pro-

**continued on following page**

## CPR Training continued

gram when a couple of employees died after on-the-job cardiac arrests. The high-risk nature of some of Sandia's technical testing work, too, made CPR training an attractive program for employees.

Initially, Dr. Mossman and his colleague, Dr. Judy Ewing, contacted their local chapter of the Heart Association for training as CPR instructor-trainers. Their medical backgrounds were helpful, of course, but not necessary. Non-medical people can also become rescuers, instructors, and instructor-trainers.

Following their training, the doctors contacted Sandia directors and asked them to make the new CPR instructor training course known to their employees. Management backed the effort by offering two-day instructor training sessions on company time. The medical staff imposed no special requirements for CPR instructor candidates, accepting volunteers from every level of the company.

The medical staff opened its first class for instructors last October. Since then, the doctors have trained about 40 CPR instructors. These teachers, in turn, are responsible for organizing groups of employees for CPR rescuer training, also on company time. Since the program is nearly a year old, the medical staff is preparing to review the first few instructors to insure that their skills remain strong.

## YOUR TRAINING PROGRAM

According to George Gifford, CPR coordinator for the Chicago Heart Association, the Sandia experience is fairly typical of the route taken by interested industry sponsors.

Gifford says the first step for any company interested in offering CPR training for employees is to contact a local source for information on where to obtain instructor training. In most communities, the local chapter of the American Heart Association or the American Red Cross will be the center of CPR training and training-referrals. In some areas, YM/YWCA's and medical centers also offer courses for instructors and rescuers.

Secondly, says Gifford, the company should see to it that an initial group of employee volunteers is trained as CPR instructors. Their training will include the basic rescuer course as well as additional instructor information and practice. Gifford stresses that volunteer instructors should be committed to teaching future CPR courses. The Heart Association asks that each potential instructor commit him/herself to teaching at least 20 rescuers in the coming year. They should be willing to be not only demonstrators but also speakers, since the initial session of rescuer training requires some lecturing and includes a question-and-answer period.

Once instructors are trained, continues Gifford, CPR rescuer courses may begin. The Heart Association can help with publicity ideas and materials at little or no cost. Rescuer students, according to official Heart Association guidelines, should be at least 14 years of age and weigh at least 100 pounds. Gifford argues, however, that even the most petite adults can perform CPR successfully, if properly trained.

For companies interested in organizing CPR training programs, Gifford suggests the purchase of "Resusci-Anne" practice manikins. The manikins, which are familiar to most people who have taken first aid or water safety courses, are life-sized dolls whose lungs and chest cavities react like a human's in CPR practice sessions. One standard "Resusci-Anne" costs \$295. Inexplicably, a comparable "Resusci-Andy" costs \$305. CPR programs will also need infant manikins which retail for \$155 each. Manikins may be available free or for a modest rental fee from local community sources. Because of the demand, Gifford notes however, it may be difficult to obtain manikins for scheduled classes. Additionally, he says, companies will want to keep their own "Annes" on hand both for continuing rescuer courses and for refresher courses. In any case, the modest investment for CPR training in both time and money, could well mean the saving of more than one life.

For more information about cardiopulmonary resuscitation and the possibility of introducing rescuer training courses to your recreation/services program, contact the American Heart Association chapter in your community.

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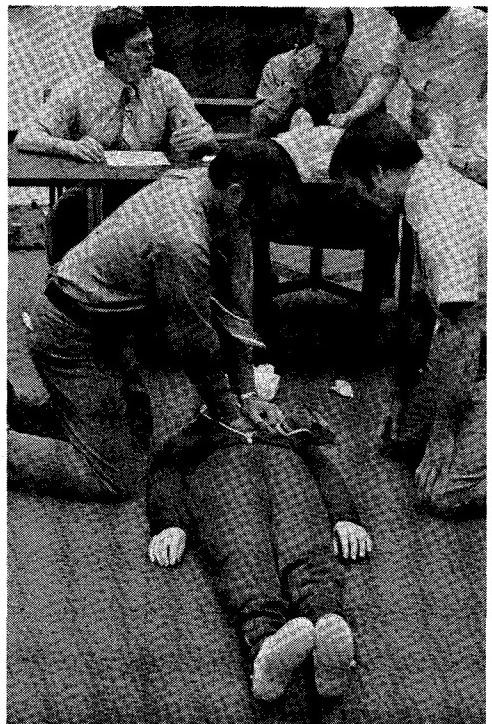
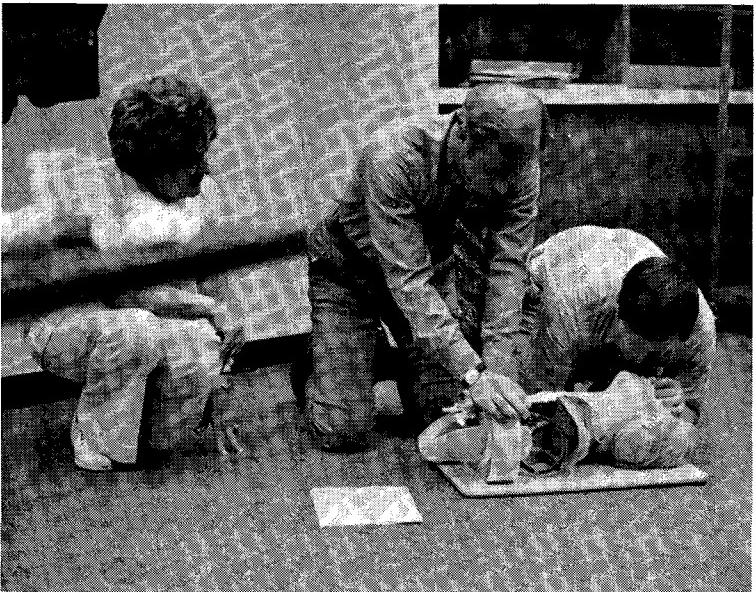
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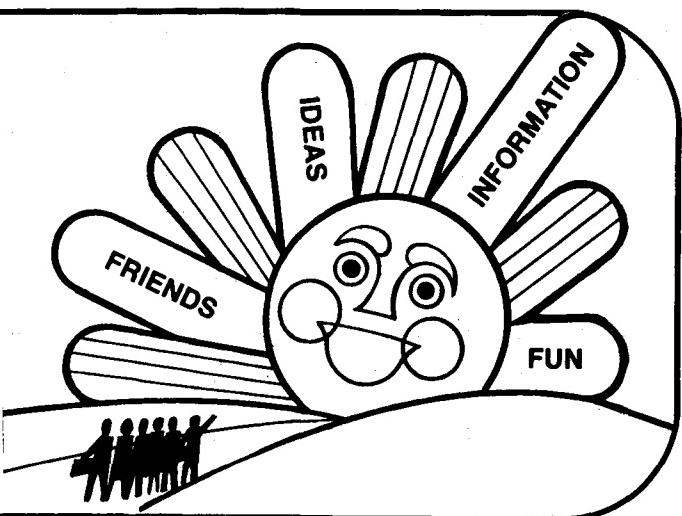
## CPR training at State Farm

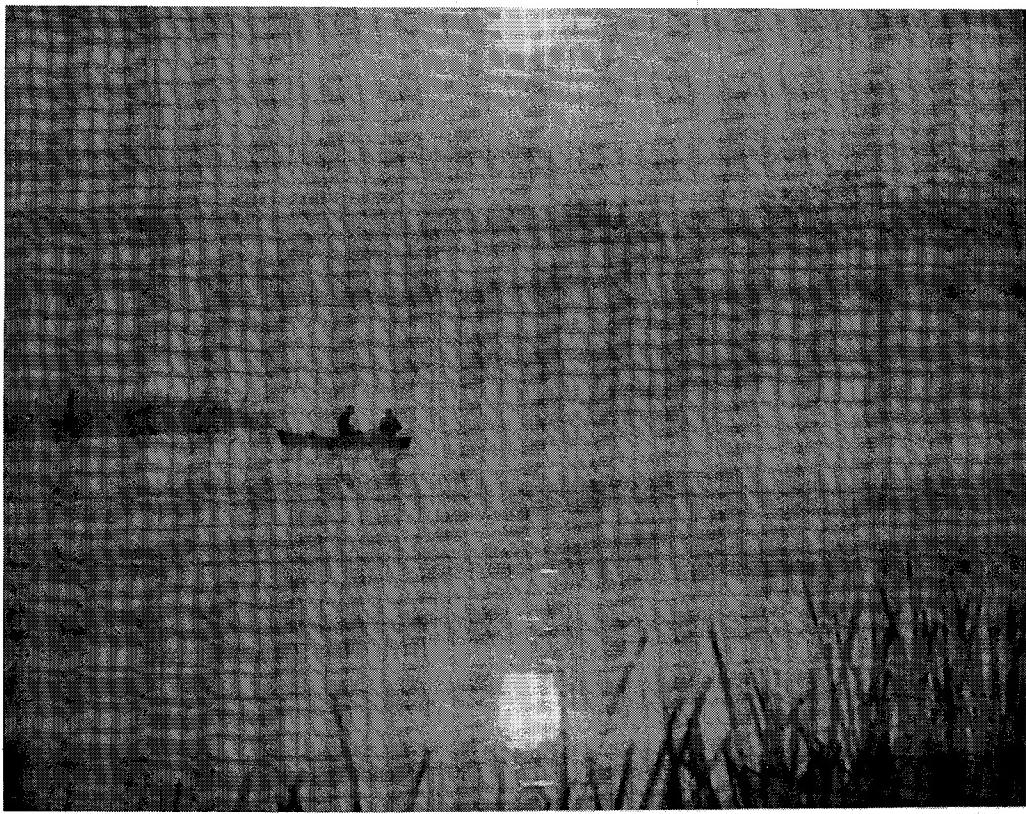
The State Farm Insurance Companies, headquartered in Bloomington, Illinois, conduct extensive CPR training for their employees. Below, a rescuer student practices external heart massage on a Resusci-Anne. Upper right, a nurse/CPR instructor supervises students practicing full CPR on the basic form of a Resusci-Anne. Lower right, a student follows his rescuer's instructions as he practices heart massage on an infant manikin. (Photos courtesy AFLI News, Leigh McLane, Editor.)



## ON THE HORIZON

**MAY 12-17, 1977  
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*Left:*  
**Best of Show**  
"Sunny Dawn"  
Color print  
Tom Kaugher, Sr.  
Goodyear

*Below:*

**Second place, B/W prints**  
"Ball Headed"  
Frank Spadarecchia  
Equitable Life



*Above:*  
**First place, B/W prints**  
"Valerie"  
Barbara Lynne Skipper  
Ford Motor

# 1976 NIRA Photo Awards

The 1976 NIRA Photographic Competition included 278 photographers representing 32 companies. Entries in three divisions — color slides, color prints, and black-and-white prints — fell into four classes: scenics, nature, human interest, and other. Delegates to the May Conference and Exhibit viewed Coordinator Dick Brown's display of competition winners. Here, we have space to reproduce only this year's "Best of Show" and the four winning black-and-white prints. (The remaining prize-winning color entries cannot be adequately displayed in RM's black-and-white format.)



Above, right:  
Third place, B/W prints  
"Ferns"  
Chris Bower  
Texas Instruments

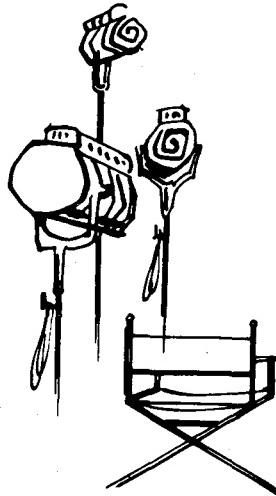


Right:  
Fourth place, B/W prints  
"House at Jenney Farm"  
William Korkost  
Pratt & Whitney

# Take them to the movies

## It's easier than you think

by Scott Lane



*Have you considered running a contemporary movie program for your employees? Recent developments have made the activity extremely attractive to employee recreation associations. In fact, the benefits are so numerous, and the pitfalls so few, it seems apparent that contemporary motion picture programming is destined to become one of the most popular activities in the growing field of industrial recreation.*

### WHAT ARE THE BENEFITS?

A properly operated employee film program offers a variety of benefits to just about everyone involved.

**For the company,** it is an ideal employee relations vehicle. The activity's inherent appeal to a large segment of the work force, combined with its degree of safety, makes film programming valuable to a company that wishes to become directly involved in leisure time services to employees.

**For the employees,** a company film program is an opportunity to enjoy Hollywood's finest feature motion pictures at admission prices far below the normal rates.

**For the recreation director,** a film program offers simplicity and versatility, with a minimum of time and effort. In addition, films have excellent potential for generating revenue for the employee recreation association.

### ORGANIZING YOUR MOVIE PROGRAM

Developing and operating a movie program is simple. Once an individual or committee has been selected to coordinate the program, there remain four steps to insure its success:

- 1) Finding an adequate facility to exhibit the films
- 2) Selecting an attractive schedule
- 3) Promoting the entire program and individual films
- 4) Showing each feature

#### Finding an adequate facility

Anyone who has gone to the movies may think he knows what is necessary for an adequate exhibition facility. Films may be successfully screened, however, in far less elaborate facilities than your local theatre. The majority of companies are not equipped with in-house theatres or auditoriums. Most however, show some kind of films already: training movies or travelogues, for instance. Clearly, there are many creative alternatives for movie showing facilities. Consider the following possibilities:

- a) The plant training center, gymnasium, or cafeteria
- b) The auditorium at a nearby school
- c) The meeting hall of a local club or civic group
- d) The banquet hall or meeting rooms of a nearby hotel
- e) The facilities of a neighboring company

For additional ideas or assistance, you may wish to contact:

- a) Your plant manager
- b) Your public relations or training departments
- c) The local chamber of commerce or tourist information bureau
- d) The local superintendent of schools
- e) The treasurer or program chairman of a local club or civic group

When you have secured a location for your screenings, it will be wise to reserve it in advance for all your planned exhibition dates. This location will become known among employees as the company "movie house". As they become accustomed to viewing movies there, and word of mouth passes throughout the plant, your film program will be well off the ground.

## Selecting your features

The most direct way to find out which films will interest your employees is to ask them. Direct, maybe; practical and efficient, no. When was the last time a movie theatre asked you what you wanted to see? Even if you told the theatre which films interested you, would this be any guarantee that you would go to see them?

Naturally, asking key individuals for their opinions will be helpful. You will find, however, that your own judgement is most reliable. The degree of appeal of specific feature films may be determined by a number of variables:

- a) **Critical acclaim** — Nationally recognized critics are usually "right" more often than they are "wrong". That is, what they applaud is likely to be a box office success.
- b) **National notoriety** — The very fact that you or your committee have heard of a given picture, or read about it, could be significant. The chances are great that your employees have heard of it also and may be interested in seeing it.
- c) **Cast** — Names like Paul Newman, Clint Eastwood, Barbara Streisand, Jack Lemmon, John Wayne, and Mel Brooks usually mean big attendance.
- d) **Story** — Films that are based on successful novels often pull a "built-in" audience.
- e) **Exposure** — If a film is truly a "classic" or is to be shown for an appropriately themed function, it may be a predictable success despite everyone's having seen it. Otherwise, you may want to pass up a picture everyone has seen in favor of another selection.

Each of these five factors should be considered when selecting films for your schedule. They will provide you or your committee with helpful insight into the general prospects of attracting an audience for specific films.

Starting a feature film program is similar to opening a company store, though it is far simpler. In order to serve the greatest number of employees with a company store, you want to offer the widest possible variety of goods. Likewise, the best approach to take when beginning a film program is to offer a wide variety of features. By presenting a full schedule, you will create interest in the entire program as well as in specific films. A varied selection will most certainly attract the broadest base of potential participants and satisfy the greatest number of employee viewers.

## Promotion

As you already know, promotion is essential to the launching of any new recreation activity. The most effective promotion effort includes complementary elements: advertising and publicity.

When introducing your film program, you will want to advertise specific information extensively. Make sure that everyone in your potential audience knows the date, time, place, and title of each exhibition. Several advertising aids, already in your company, stand ready to help you:

- a) Company newspaper and/or recreation newsletter
- b) Bulletin boards and activities posting areas
- c) Activities calendars
- d) Posters, flyers, and payroll stuffers
- e) Company public address system

Publicity supplements the advertising of your program specifics by creating company-wide interest in your films. It differs from advertising in its approach. Consider the following publicity vehicles:

- a) **Publicity stories** containing interesting anecdotes on a specific film — these can be inserted in the company newspaper or recreation newsletter.
- b) **Promotional tie-ins**, including the sale or distribution of appropriately themed buttons, T-shirts, or movie sound track albums through the recreation office or company store
- c) **Contests**, such as movie star "look-alike" contests, movie poster art contests, ticket doorprize drawings, etc.
- d) **Theme parties**, held after film showings, with attendees dressed as the characters — or in the period — of the film
- e) **Special events/stunts** tied to the theme of key movies — A film committee might enjoy developing shoot-outs, hidden clues, or other special publicity events.

Innovative promotional ideas should not be limited to individual films. In fact, they will prove especially effective when applied to the entire program. A strong promotional effort at the outset of a year-round feature film schedule will open good communications with the employee audience and encourage ticket sales. A general announcement of the entire schedule in advance of the first showdate, combined with the availability of a limited number of season tickets at special discount rates would be an excellent way to begin your program.

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continued on following page

# HOBBY CLUBS ARE SPRINGING UP



## Why? Because they

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- Reach retirees' interests

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"Our employee hobby show has proved so successful in bringing people together that we definitely plan it to be an annual event."

Margaret Russell  
Director, Community Affairs  
Union Camp Corporation

Visit your local hobby retailer or wholesaler for ideas on what hobbies are "in" and which ones your employees will enjoy. Or contact us:

Jane Goldsmith, Communications Director  
Hobby Industry of America  
200 Fifth Avenue, Suite 1101  
New York, New York 10010  
(212) 924-4262



CIRCLE READER SERVICE CARD NO. 14

## Movies continued

### The exhibitions

The actual exhibition of your program's feature motion pictures will be the culmination of a carefully planned process. You will want the quality of each show to be as high as possible. Here are some suggestions:

- Always check the sound, lighting, and timing prior to your exhibition. If possible, take a member of the audio-visual department with you when you make your check.
- Select a room or hall that is large enough, has adequate seating, and in which you are able to control the lighting.
- Place the projector and screen as high as possible to assure that everyone will have a clear view.
- When possible, place separate speakers at the front of the room or where they may be heard clearly by the largest portion of the audience.
- Place the projector(s) as far to the rear of the room or hall as possible, or as far back as necessary to fill the screen with the image.

A feature film program is exciting for employees and their families. It offers the recreation director an opportunity to bring the best of popular movies into the recreation program. Establishing a movie series is easy from the administrative point of view and rewarding from an employee relations perspective. Consider including a film program for your activities schedule — it is probably easier than you think.

Scott Lane is the Director of the Industry Entertainment Program for Warner Bros. Inc. and coordinator of the NIRA/Warner Bros. Film Program.



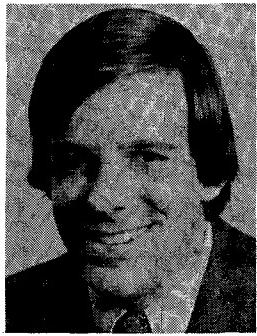
Scott Lane, left, discussed the NIRA/Warner Bros. Film Program with Von Conterno of the Pratt & Whitney Aircraft Club during the 1976 Conference and Exhibit.

For more information on feature film programming, circle Reader Service Card No. 7

# Tournament News

## August tourney notes round-up

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



The 1976 NIRA Fishing Contest is in progress. Applications for entries are available at NIRA headquarters. The contest will run until December 1, 1976. **Gene Miller**, Tournament Coordinator, is looking forward to another highly successful contest.

All Regional Golf Tournament sites and dates have been set. Regions 1, 2, and 8 will be playing August 14 and 15 on the Edgewood and Bob-O-Link golf courses in North Canton, Ohio. Tournament play for Regions 3 and 5 will be held August 28 and 29 at Purdue University.

City in West Lafayette, Indiana. Region 4 will be teeing off August 14 and 15 at Mid Pines Golf Club in Southern Pines, North Carolina. Regions 6 and 7 companies will be competing on November 6 and 7 at the Rancho Canada Golf Club in Carmel Valley, California.

The Rifle-Pistol Tournament results have been published in the 15-page booklet, "1976 NIRA-NRA Rifle and Pistol Matches". Each member should have received a copy. If yours has failed to arrive, please contact NIRA Headquarters. A special thanks goes to **John Grubar** from the National Rifle Association and **Chuck Bloedorn** of Goodyear Tire and Rubber Company for helping with this year's tournament.

The NIRA-Armco Steel Trapshooting Tournament will be held September 12, 1976 at the Middletown Sportsman's Club in Middletown, Ohio. The entry fee is \$15.00 per team. If you have not received entries, please call Tournament Coordinator **Bob Bauer**, Armco Steel, at 513/425-3389. According to Armco rules, participants must be bona fide full-time company employees or retirees. PM

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for information on the  
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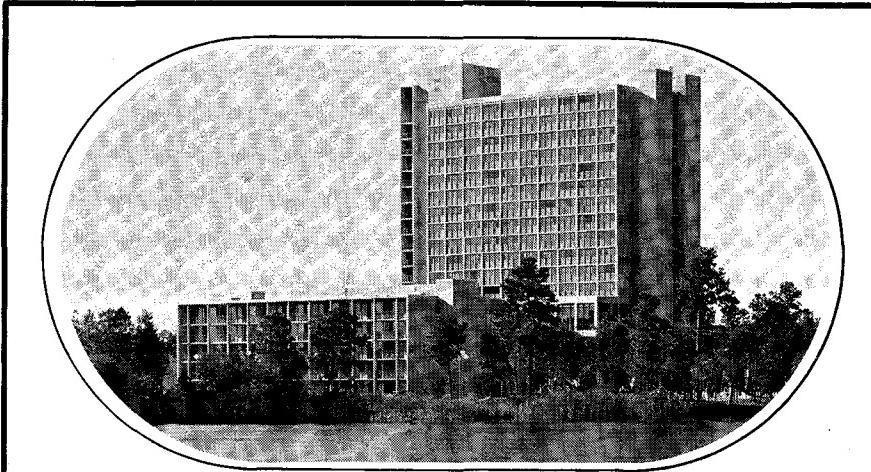
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Warmest regards,

*Saundra*

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# travel spotlight

## **Q: How to plan a cruise**

**A: By Bernie Chabot  
Eastern Steamship Lines**



CARIBBEAN cruises are appealing to a growing number of employee recreation groups. They are fun and relaxing for people of all ages and are easy to plan. Recently, we talked with Bernie Chabot, Vice President of Eastern Steamship Lines, Inc., a NIRAA Associate member, about how to plan a cruise.

**Bernie Chabot**

**Q: When is the best time to schedule a cruise?**

**A:** Cruise lines can give groups the most for their money during the light season — after Easter and before the end of the school year, and again after school resumes until the middle of December. Our ships are not so full then and we can give groups better service — much more personal attention — during those times.

**Q: Is there a rate differential between the light and busy seasons?**

**A:** Yes. Of course, rates depend upon many factors, but generally, you can expect about a 10% decrease in rates in the light season.

**Q: What kinds of special services are available to groups?**

**A:** Anything you want. We have a special staff that can work every step of the way with groups, planning activities, meetings, parties, arranging for accommodations — whatever is needed.

**Q: What constitutes a group, as far as Eastern is concerned?**

**A:** Fifteen or more people traveling together to the same destination.

**Q: Are there any affinity requirements for group status?**

**A:** Absolutely none. You can run up and down the block, inviting eight other couples to join you, and that's a group as far as we are concerned.

**Q: What amenities can a cruise ship offer?**

**A:** Almost anything. We're a floating hotel — a floating city. We have the cabins, a dining room that seats 450 people and a ballroom for the same number. We offer live entertainment, a casino, five bars that stay open as long as you like, a disco, and a traditional dance floor, a game room and a swimming pool. Guests can even shop on board, at our gift shop and our duty-free liquor store.

**Q: What does all this cost for the average cruise passenger? For example, how much would one passenger in a group of one hundred spend for a four-day cruise to Nassau and Freeport?**

**A:** From \$140 to \$345. You see, there are so many variables that go into the cost of a cruise. Price first depends on the kind of cabin — whether it is outside (with a porthole) or inside; whether it is on an upper or lower deck; whether the passenger has an upper or lower berth; and whether the cabin is a simple room or a suite. As I said earlier, rates also vary between the light and busy seasons and rates are lower for larger groups. You really have to work out the details with your cruise line.

**Q: Which cruises are most popular with American vacationers?**

**A:** There are more ships in the seven-day trade than anywhere else. The most popular seven-day trips sail from Florida with stops in San Juan, St. Thomas, Haiti, or St. Martin. Three and four-day cruises to Nassau and Freeport are also very popular.

**Q: How long do passengers stay in port?**

**A:** Usually, we stay from eight to twelve hours in each port. We sell tour packages on board for those who are interested. We have a new all-day beach resort package, including lunch and round-trip transportation, which costs only \$10.

**Q: Even with these shore packages, aren't cruises mostly for older people?**

**A:** Not any more. Now we get people of all ages.

**Q: What has attracted the younger people?**

**A:** Greater exposure, I think. It's not all that expensive anymore. You used to have to bring your tuxedo along. Now we have high school kids in their cut-offs and T-shirts. We offer something for everyone. That's why we have both a disco and a traditional dance band. In the summer, we have a lot of kids. We can even provide cribs, if necessary. I've never felt that kids were in the way on a cruise.

**Q: How far ahead should one plan for a cruise?**

**A:** Most groups arrange their cruises nine to twelve months ahead of time.

**Q: How do groups arrange for payment?**

**A:** A group applies for space. Upon acceptance of their application, the recreation director would begin taking deposits on a cabin-by-cabin basis. Deposits are usually 25% of the total fare. Then, 30 days prior to the cruise, we require a final list of passengers, along with the balance of payment for all fares.

**Q: How do groups arrange to get to Miami?**

**A:** About 95% of our passengers plan their cruises with travel agents. Your agent can make air arrangements to and from Miami — or you can handle that leg of the trip on your own. Or, our tour department can arrange a ground package including trips, such as a shuttle to Walt Disney World.

**Q: What advice would you give a recreation director who is planning a cruise for the first time?**

**A:** Plan early. And ask a lot of questions. Ask about what you are getting for your money. Be detailed in your questions. The right people — good cruise operators — will give you straight answers. People are often afraid to ask questions; they're afraid they'll look stupid. But you see, we are so familiar with the business that sometimes we don't realize what information people need. So ask. Don't assume your agent will handle everything. If you have a question, call the cruise line directly. Ask a thousand questions — we love it. Also, shop around. A recreation director is in a position to offer his employees the best tour for the money. That's what he's there for.

For more information  
on planning a cruise

circle Reader Service Card No. 2

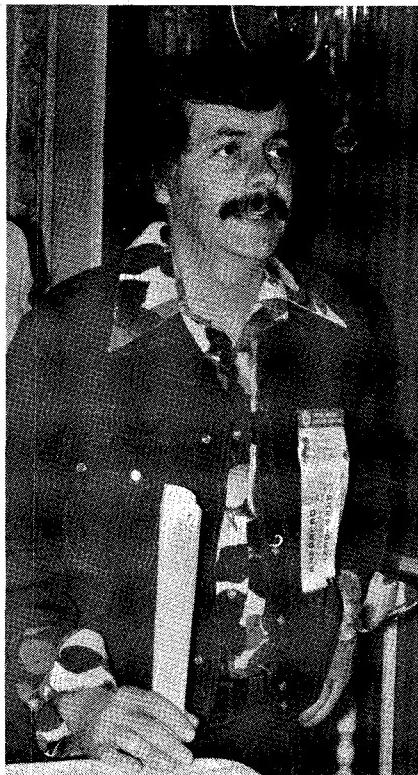


# **NIRA Conference and Exhibit Milwaukee, May 21-25, 1976**

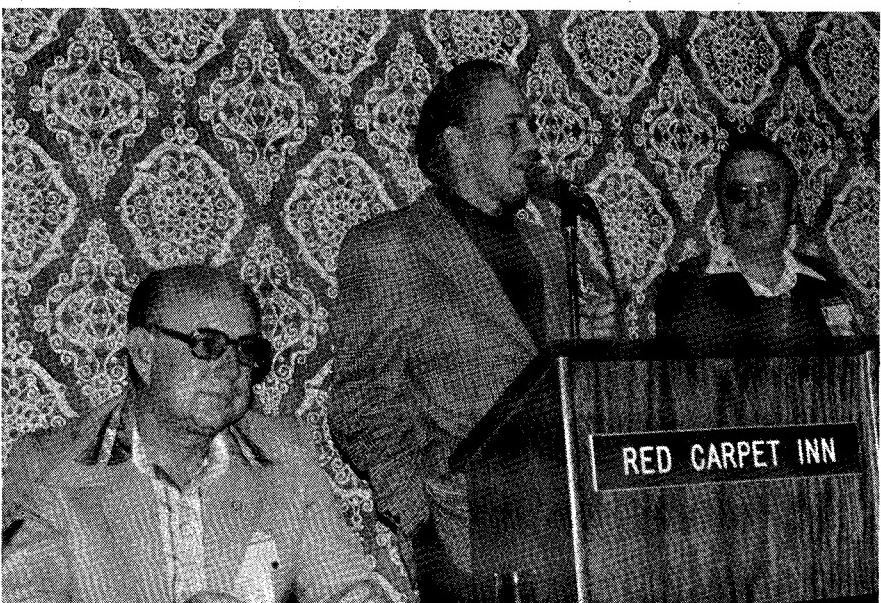
The 35th annual NIRA Conference and Exhibit drew nearly 200 delegates to Milwaukee's Red Carpet Inn and Expo Center. Praised as one of the Association's most informative conferences, the 1976 meeting provided a full schedule of educational sessions. An awards banquet honored top NIRA companies for their outstanding recreation/services programs. Evenings offered time for delegates to meet at programmed social events.



**A full house for the opening educational session**



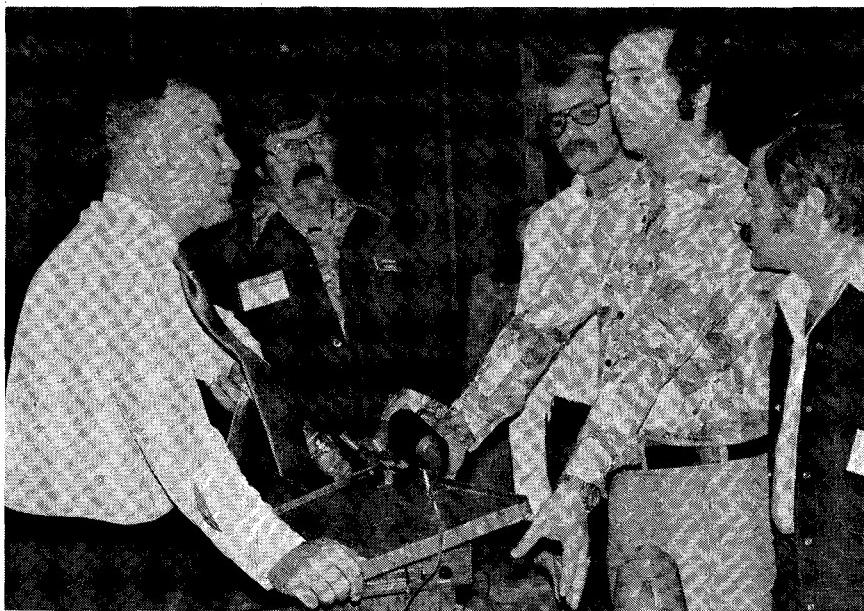
**Harried Program Chairman  
Kirt Compton**



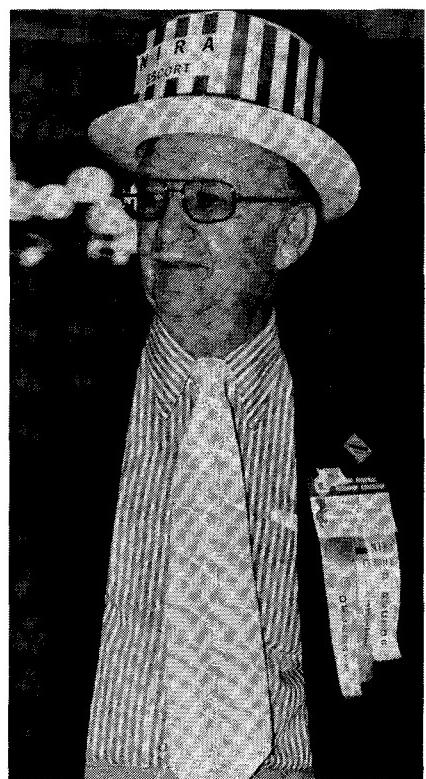
**President-Elect Fritz Merrell addressed the annual meeting as 1976-77 President Roy McClure, left, and 1975-76 President Bill DeCarlo listened.**



**Delegates visited exhibitors' booths in the Expo Center.** (Photo courtesy of Louis Mertens)



**Speaker E. Jerome McCarthy** discussed his lecture with exhibitors, following an educational session.



**Registration Chairman Paddy Luedke**  
— continued —

## Conference continued



Recreation directors Sue Siwicki and Jack Frain (background) discussed programming needs with exhibitors.



George Jenkins accepted NIRAs Citizens Savings Award from President Bill DeCarlo, on behalf of the USIA.



A belly dancer enlivened the spouses' program.



Rachel Carter swung at the Johnson Wax facilities tour and picnic.



Dick Wilsman, Conference Co-Chairman (with Miles Carter)



Fitness director Brent Arnold tested his strength at Johnson Wax's facility, Armstrong Park.



Dancers at the Presidents' Ball included Chuck Bloedorn and Pat Habermeyer (foreground).



## THE GAVEL CHANGES HANDS

Above, 1975-76 President Bill DeCarlo presented the President's gavel to his successor, Roy McClure, at the Presidents' Ball. At right, 1976-77 NIRA President Roy L. McClure



# WELCOME TO NEW MEMBERS

**NIRA has grown dramatically since the first of the year. Patrick Stinson, Director of Membership, Promotion, and Services, has supplied us with the following account of new members for the first half of 1976.**

## ALLIED

**Includes the elected officers and boards of directors from some NIRA organization members as well as recreation coordinators and volunteers at branch plants of NIRA organization members**

Don Ryan Armco Steel Corp. Montcoal, W. Va.	Paulette A. Crown Owens Corning Fiberglas Seattle, Wash.	Willie R. Josey U.S. Air Force Alaskan Air Command Seattle, Wash.
Patrick M. Gallagher Babcock & Wilcox Wilmington, N.C.	Steve L. Rudd Owens Corning Fiberglas Waxahachie, Texas	Henry E. Stender U.S. Naval Air Station Kingsville, Texas
Harold Orton Hill Air Force Base, Utah	Robert Rasile Robins Air Force Base, Ga.	William Smith Wright-Patterson Air Force Base, Ohio
Tommy L. Goodson International Village Bollingbrook, Ill.	Maxine S. Haun Rockwell International Anaheim, Calif.	William M. Jacobsen Naval Training Center Great Lakes, Ill.
Stephen J. Settecase International Village Lombard, Ill.	Jean F. McAninch R.R. Donnelley & Sons Crawfordville, Ind.	Charles H. Sitka Owens Corning Fiberglas Aiken S.C.
Dorold Carpenter Kelly Air Force Base, Utah	Alan Goddard R.R. Donnelley & Sons Dwight, Ill.	Francis S. Milligan Owens Corning Fiberglas Ashton, R.I.
Keith Grant McClellan Air Force Base, Calif.	Betty Atchinson R.R. Donnelley & Sons Warsaw, Ind.	J.A. Berg Owens Corning Fiberglass Bakersfield, Calif.
J. Dugger Naval Air Station Willington, Tenn.	Gene Kise Texas Instruments, Inc. Austin, Texas	Willard H. Warmath Owens Corning Fiberglas Berlin, N.J.
John Salazar Naval Reserve Center Chicago, Ill.	Nita Davis Texas Instruments, Inc. Houston, Texas	Henry F. Janecek Owens Corning Fiberglas Bloomington, Ill.
John L. Combs NSSAA Naval Air Station Patuxent River, Md.	Wayne Goodman Tinker Air Force Base, Ok.	

Richard A. Praete  
Owens Corning Fiberglas  
Conroe, Texas

Edward Danner  
Owens Corning Fiberglas  
Delmar, N.Y.

John S. Day, Jr.  
Owens Corning Fiberglas  
Fairburn, Ga.

Gerry A. Mather  
Owens Corning Fiberglas  
Granville, Ohio

Kenneth J. Coen  
Owens Corning Fiberglas  
Huntingdon, Pa.

Gary E. Keyl  
Owens Corning Fiberglas  
Huntsville, Al.

Marcus L. Frank  
Owens Corning Fiberglas  
Jackson, Tenn.

Alicia R. Treacy  
Owens Corning Fiberglas  
New York, N.Y.

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Kenneth Dettelbach

Americana Hotels  
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Dave Fabor

American Airlines, Inc.  
Chicago, Ill.  
Robert Skinner

Amor Tours  
San Salvador, El Salvador  
Jaime Arturo Morales

Andover Travel  
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Burt Austin

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Dallas Texas  
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Commodore Cruise Line, Ltd.  
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James R. Sullivan

Direct Marketing Associates, Inc.  
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Richard Morrison

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Harry Apfel

Dutch Inn  
Lake Buena Vista, Fla.  
Rick Burke

Encyclopedia Britannica  
Fort Lee, N.Y.  
Frank E. Holmes, Jr.

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Manchester, Conn.  
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Films, Inc.  
Wilmette, Ill.  
Lee Nidetz

Galt House Hotel  
Louisville, Ky.  
John Shake

Geneva Tourist Office  
Geneva, Switzerland  
Jane Peel

Golf Digest, Inc.  
Norwalk, Conn.  
Alan M. Deyoe, Jr.

Grouptrav, International  
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Herbert R. Medrow

Hospitality Management Corp.  
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Kings Mills, Ohio  
Jerry W. Greager

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Medinah Investors, Inc.  
Dundee, Ill.  
Bernard T. Clark

Michigan Emergency Equipment Co.  
Detroit, Mich.  
Charles Hannick

Moon Industries, Inc.  
South Holland, Ill.  
Paul Moon

Mt. Washington Hotel  
Bretton Woods, N.H.  
Normand Dugas

**continued  
on following page**

## New members continued

Nasco Fort Atkinson, Wis.	Reader's Digest Pleasantville, N.Y.	Sunbound International Travel Brookline, Mass.
Thomas Meyer	Burton Albert, Jr.	Donald Hootstein
National Retirement Show New York, N.Y.	El Salvador Tourist Commission San Salvador, El Salvador	Sunshine Travel Agency, Ltd. Nassau, Bahamas
Fred V. Rubenstein	Edgar Contreras	Clayton H. Taylor
Ohio Sports Center Richfield Ohio	S. Rothchild & Co. Chicago, Ill.	Swank Motion Pictures St. Louis, Mo.
David W. Francis.	Jules Soll	Jim Saia
PHW, Inc./DBA Industrial Foto La Mirada, Calif.		Travelodge International, Inc. El Cajon, Calif.
L.H. Folliot		Bill Albinson

## INDIVIDUAL

Individuals who are interested in NIRA activities and objectives, but who are not connected with a NIRA-member business, industry, or government organization

Warren Arseneaux New Orleans, La.	William J. Houston Waterloo, Ontario	Thomas A. Pollard Lincoln, Neb.
Edward S. Gutman Farmington Hills, Mich.	H. Lynn Jamison Indianapolis, Ind.	Cecil Lynn Dukes San Francisco, Calif.

Susan S. Klingbeil  
Grosse Pointe, Mich.

Harold W. Sanderson  
Seattle, Wash.

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Organizations which are local members of NIRA-member Councils, but which are not organization members at the national level

## COLUMBUS INDUSTRIAL RECREATION ASSOCIATION

Chemical Abstracts Service  
Columbus, Ohio  
Patricia M. Walker

Motorists Insurance Co.  
Columbus, Ohio  
Terry Litterst

## GREATER LOS ANGELES AREA INDUSTRIAL RECREATION COUNCIL

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American Nucleonics Corp.  
Woodland Hills, Calif.  
Cathy Moran

Atlas Hotels  
San Diego, Calif.  
Nancy Morrell

Blue Cross Employee Association  
Los Angeles, Calif.  
Chuck Greitzer

California Inn Keepers  
San Mateo, Calif.  
Carol G. Hughes

Canyon Hotel Racquet & Golf Resort  
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Interior Department Recreation Association  
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Gregory J. Demko

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First Wisconsin National Bank Milwaukee, Wis.	Pabst Brewing Co. Milwaukee, Wis.	
Jack Schilz	Richard J. Zaborski	

### DALLAS-FT. WORTH METROPLEX RECREATION COUNCIL

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Margaret Cognon	Jim Reeves	Judy Hoffman
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Allan Reid	William Thomas	Ed Mabe
Clark's Guns & Ammo Fort Worth, Texas	Federal Business Association Federal Aviation Administration Fort Worth, Texas	MRC Pastimes Dallas, Texas
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Frank Felesi	Ken Holton	Mike Firmin
Dallas Federal Business Association Dallas, Texas	Frito-Lay, Inc. Dallas, Texas	Motorola, Inc. Fort Worth, Texas
James Kier	Paul Sullivan	Louis Gaffeney

NorthPark Inn Dallas, Texas Suzie Oliver	Richliu Dallas, Texas Grace Liu	Thompson Can Company Dallas, Texas Craig Mills
Penny Whistle Park Dallas, Texas Hugh Ilgenfritz	Sandy Lake Amusement Park Dallas, Texas Frank Rush III	Trac Enterprises, Inc. Dallas, Texas Curtis R. Mayhood
Recognition Equipment, Inc. Dallas, Texas Dave Hoel	Southwest Funseekers, Inc. Arlington, Texas Ann Pittman	Tours Service, Inc. Dallas, Texas Patricia Watson
	Texas Instruments, Inc. Dallas, Texas T. Ray Perry	

## **GREATER LOS ANGELES AREA INDUSTRIAL RECREATION COUNCIL**

California Association of Sanitation Agencies

Fountain Valley, Calif.

Jean Mosher

Cardillo Travel System  
Los Angeles, Calif.

Brian Gillespie

"Cars of the Stars" Museum  
Buena Vista, Calif.  
Warren Taylor

Creative Art Galleries, Inc.  
Hawthorne, Calif.  
Bob Vickers

Daman-Nelson Travel  
Los Angeles, Calif.  
Miles Everett

Drewery Photocolor Corp.  
Burbank, Calif.  
Ron Leonard

Exxon Club of Los Angeles  
Los Angeles, Calif.  
R.G. Dragnich

GAF Photo Service  
Los Angeles, Calif.  
Joe Liverani

Glenn Golfari Tours  
Mission Viejo, Calif.  
Lois D. Glann

Hawaiian Polynesia Tours  
Santa Ana, Calif.  
Jim Trieloff

Hollywood Motorama Museum  
Hollywood, Calif.  
Betty Bruce

Joe M. Flake & Co.  
Rolling Hills Estates, Calif.

Phil Sevier

Los Angeles Postal Employees  
Social and Recreation Committee  
Los Angeles, Calif.

David R. Berger

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Garden Grove, Calif.  
George E. Mihalka

Liz Osburn Enterprises  
Temple City, Calif.

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Los Angeles Dodgers  
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Barry Stockhamer

Los Angeles Times  
Los Angeles, Calif.  
Harry S. Bougeno

Magic Mountain  
Valencia, Calif.  
Lee Stevens

Marilyn's World  
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**continued on following page**

## New members continued

Sloco Fed Beef, Inc. El Segundo, Calif. Edward Dukoff	20th Century Fox/Marineland Peninsula, Calif. Ed Prues	U.S. Naval Construction Battalion Center Port Hueneme, Calif. Sue Voigt
Southern California Edison Co. Rosemead, Calif. Bob Gardner	Universal Studios Tour Universal City, Calif. Rose Cone	Zoological Society of San Diego San Diego, Calif. Adrienne Finley
TRW Systems Group Redondo Beach, Calif. Bobbie Love	U.S. Marine Corps Air Station Santa Ana, Calif. Beverly Rader	

## PHOENIX INDUSTRIAL RECREATION COUNCIL

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Arizona Health Plan Phoenix, Ariz. John W. Aguilar	League of Federal Recreation Associations Washington, D.C.	Prince Waterhouse & Co. Phoenix, Ariz. Gerald C. Eastep
Associated Grocers Phoenix, Ariz. Steve Mostowa	PBSW Office and School Supply Phoenix, Ariz. Nancy Juett	Times Wire & Cable Co. Phoenix, Ariz. Harry Garewal, Jr.
		Veterans Administration Hospital Phoenix, Ariz. Charles Butcher

## ORGANIZATION

**Business, industry, or government organizations — or the employee recreation associations thereof — and their employees**

Allstate Insurance Co. Northbrook, Ill. Alan Benedeck	Forbes, Inc. New York, N.Y. Curtis Cleland	Ralph M. Parsons Co. Pasadena, Calif. Robert A. Pundroh
Dickey-John Corp. Auburn, Ill. Donald E. O'Neal	Headquarters, U.S. Air Force Randolph Air Force Base, Texas	Taylor Freezer Rockton, Ill. John M. Evans
Digital Equipment Corp. Maynard, Mass. Alice R. Bucca	International Village Schaumburg, Ill. Howard Thornburg	Valmont Industries, Inc. Valley, Neb. Mary Jo Neuman
Doctors Hospital San Diego, Calif. Don M. Jones	Montgomery Ward Life Insurance Chicago, Ill. Helen S. Marsh	Waterloo Regional Sports Council Waterloo, Ontario Tom Love
El Salvador Tourist Commission San Salvador, El Salvador J. Saguer Saprissa	Province of Manitoba Winnipeg, Manitoba Donald Fletcher	

# **STUDENT**

**College and university students majoring or minoring in the field of recreation or in allied fields**

Dana Adams Oral Roberts University Tulsa, Ok.	Kathryn M. Harrison University of Southern Colorado Pueblo, Col.	Thomas John Maier Northport, N.Y.
Roger L. Berquist Chicago, Ill.	Janet L. Herncjcar Illinois State University Normal, Ill.	Keith J. Noelk Williamsville, N.Y.
Michaelene Binelli Moraine Valley Community College Palos Hills, Ill.	Kathleen A. Irving Brockport, N.Y.	William Ondrako Binghamton, N. Y.
John E. Brenning Toledo, Ohio	Douglas N. Johnson University of Minnesota Minneapolis, Minn.	Tom Oswalt University of Minnesota New Brighton, Minn.
Dean S. Bryneldsen University of Michigan Ann Arbor, Mich.	Douglas J. Jones Mankato State University Mankato, Minn.	Denise Page Brockport, N.Y.
James H. Cunningham Lubbock, Texas	Daniel A. Kass Fairway, Kansas	Terry Perkins Watteson, Ill.
W.J. DeGrazia California State University Chico, Calif.	Thomas Wayne Kelm Austin, Texas	Steven Renner Walnut, Ill.
John P. Evers Chicago, Ill.	Timothy W. Krieg St. Marys, Pa.	Elizabeth A. Rose Virginia Beach, Va.
Anthony A. Foggia Brockport, N.Y.	Jeffrey Lawrenz Brockport College Pittsfield, N.Y.	Kenneth T. Skyer Goshen, N.Y.
Dorothy E. Frankel Washington, D.C.	Gerald T. Lingard University of Illinois Silvis, Ill.	Donald Strong Chicago, Ill.
C. Maxwell Hall Edmonton, Alberta		William Sepman SUNY at Brockport Buffalo, N.Y.
		Wayne Waters Williamsville, N.Y.
		Johnny M. Wolfe Century, Calif.

# **UNIVERSITY**

**Colleges and universities which are interested in industrial recreation and whose membership in NIRA entitles their students to reduced student membership fees**

California State University Chico, Calif. J.D. Schwarz	University of Vermont Burlington, Vt. Alan V. Hall	Concordia University Montreal, Quebec Edmund F. Enos
--	--	--

**For information on  
membership qualifications and benefits  
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(312) 346-7575**

## Constructive Comments

### Seating areas: attractive use of outdoor space

by Anthony W. Kotz  
Kotz & Schneider  
Land and Recreation  
Planning & Design  
Syracuse, N.Y.



If you have an outdoor space which is not used to its fullest potential, consider creating a sitting area.

Outdoor sitting areas need not be large, nor in just one location. Separate areas could be placed around your grounds. The locations should be adjacent to a building where they are convenient and provide visual interest from within. A logical location would be near a lunch room convenient for brown-bagging and gatherings after lunch. Plenty of comfortable chairs or benches allow for sitting, talking, or reading. You could even incorporate tables for playing cards, checkers, and other types of activity.

Plant materials can provide shade, minimize outside distractions, screen unsightly views, and create an intimate, though not isolated, space. To ease maintenance, elaborate design and furnishings should be avoided. Simple durable pavements and features will contribute to, not distract from, the area.

A simple sitting area can help improve a person's productivity and attitude. It can give a person a quiet place to relax and talk with others, or just to be alone "away from it all".

RM



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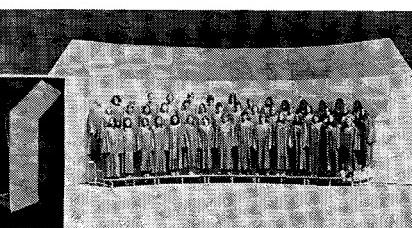
# new products



## Weed whipper

This new weed cutter acutally "whips" weeds rather than slicing them. The new trimmer uses a nylon monofilament line instead of the usual blade to cut down weeds. The flexible line practically eliminates the danger of inadvertently shattering bottles or throwing debris in the course of trimming. It cuts under fences and other hard-to-reach places. The 23-lb. trimmer holds a 2-cycle, 3-hp engine and includes four replaceable nylon cutting spools.

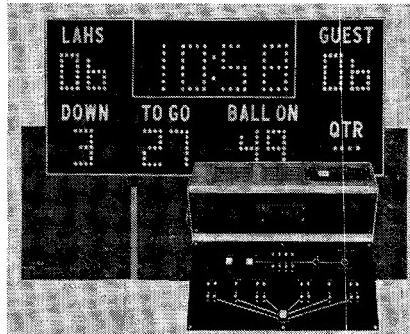
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## Portable shells

This manufacturer's line of roll-away and travel acoustical shells allows choral groups to move their shows to meet the audience. The rollaway models folds and rolls through standard doorways to performing or storage areas. Six units can be rolled into place in seven minutes and reflect the music of a 100-voice choir. A 12-unit shell assembles in comparable speed for a 100-piece orchestra. A similar series of units can be stored in most busses for easy transportation.

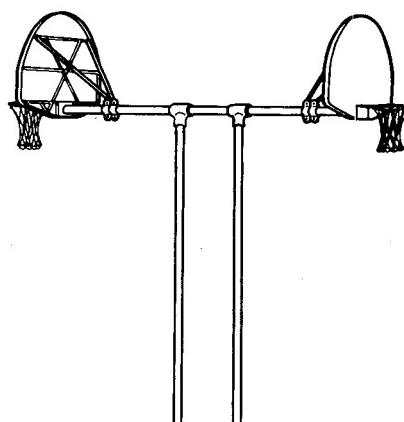
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## Electric scoreboard

Solid state circuitry eliminates mechanical relays in this scoreboard. Remote controls match the scoreboard positions. A data update switch allows the operator to correct an error before it is displayed. The console includes a synchronized clock for checking. The scoreboard itself is totally enclosed by a tubular steel structure with weather resistant aluminum protection. The board is 8 x 18 x 6 ft. deep. Clock numbers are 28 in. high; all other numbers 22 in. high. The timer, accurate to  $\pm .05$  sec. is instantly resettable at any time. Shipped with complete installation and operating instructions. Carries a 2-year, guaranteed against defects in material and workmanship.

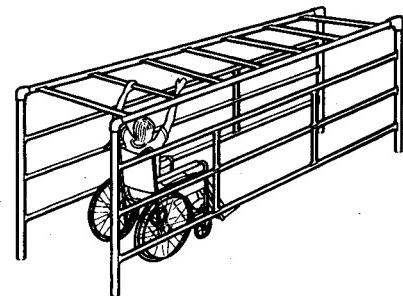
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## Double backstop

Designed for heavy use in tandem play, this new double backstop features maintenance-free all-aluminum backboards. The sturdy unit is mounted in twin steel posts with a one piece crossbar that provides a 4-in. overhang at both ends. The posts and crossbar are 3 $\frac{1}{2}$ -in. O.D. galvanized pipe. Goal-to-post mounting eliminates structural strain from the backboard. Official goals and nets are included, along with the necessary fittings and heavy-duty screws for assembly.

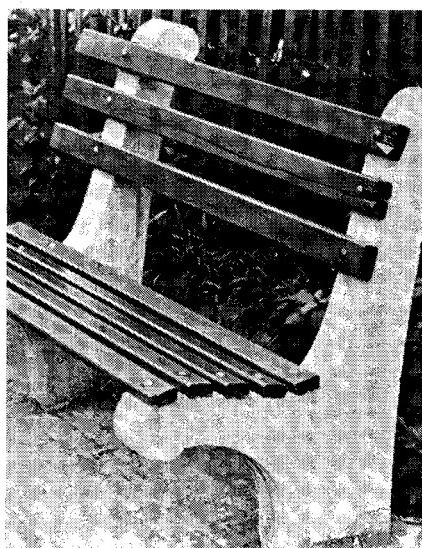
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## Climb/lift exerciser

Designed for developmental play by handicapped children, this playset also offers climbing and straddling fun for fully mobile children. The unit features an overhead ladder and climbing bars along its full length. Wheelchair children can perform lift-up and pull-through exercises for muscular and upper-torso development and can ease themselves along the interior railings. The 4 $\frac{1}{2}$  x 3 x 10-ft. long gym set is available in free-standing and permanently installed models for indoor or outdoor use.

**CIRCLE READER SERVICE CARD NO. 27**



## Non-breakable slats

The slats in this bench seat are made of steel-core reinforced rigid polyvinyl chloride. The slats in the back are ordinary wood. (The picture is from a New York City three-year test bench.) The new steel-core slats are guaranteed not to peel, fade, rot, burn, warp, splinter, or oxidize. A three-year guarantee protects customers against breakage. Available in 1 $\frac{1}{4}$  x 3-in. and 2 x 4-in. sizes, the slats come in lengths of four, six, and eight feet. Permanent green color; other colors available by special order.

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\*Newly elected

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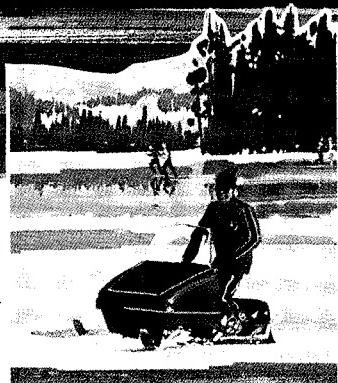
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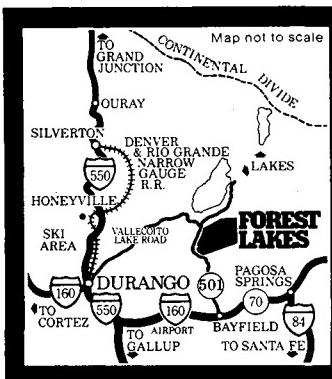
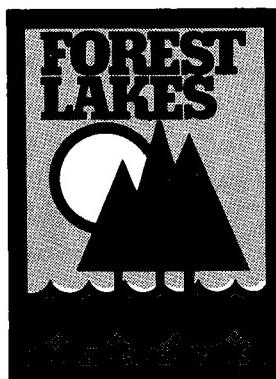


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September, 1976

# recreation management

THE JOURNAL OF EMPLOYEE RECREATION HEALTH  
AND EDUCATION

## IN THIS ISSUE

- Unusual travel destinations
- Travel information guide
- Riding the rails
- National tourist offices

A collage of travel-related images and text. At the top right is a black and white photograph of a large crowd of people gathered in front of a building with a prominent tower, possibly a cathedral or mosque. Below this is a smaller image of a person's hands working on a model airplane. To the left of the main title is a large, bold, sans-serif font "recreation management". In the center-left, there's a circular graphic for the "STATE-USA TION ASSOCIATION" featuring a stylized sun-like emblem with the word "TENNERIFE" written around it. To the right of this is a large, dark, grainy photograph of a landscape with rolling hills or mountains. On the far right, there are several small, overlapping text boxes: "State U.S.I. Recreation For members and th 76 Summ", "HAWAII", "LONDON", and a portrait of a woman. At the bottom left, there's a large, stylized text "Tenerife" with "Canary Islands" above it. To the left of this, there's a circular graphic containing the text "ma", "Washington, D.C. to Lima", "\$369.85\*", and "Includes hotel tax & services and U.S. departure tax Sept. 23-28". A diagonal banner across the bottom right contains the text "THE RUSSIAN CAUCASUS" and "Cover story: see the organization profile". Another diagonal banner on the right side contains the text "TRAVEL ISSUE" and "Cover story: see the organization profile".

# El Salvador



## Very close to heaven, yet very down to earth.

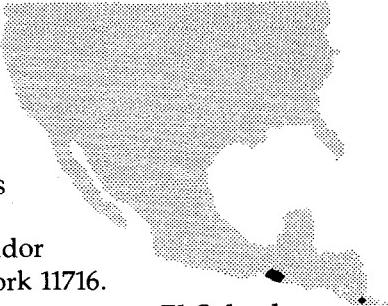
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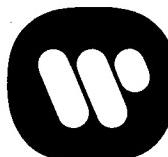
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# recreation management

Volume 19, Number 7

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CIRA*

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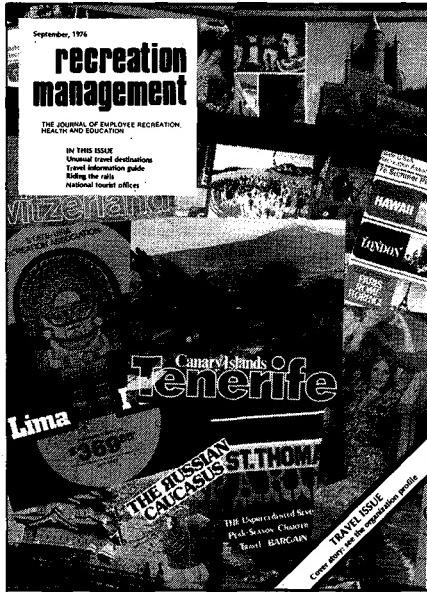
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## about the cover



This travel issue highlights the extraordinary travel programs of the State-USIA Recreation Association in Washington, D.C. Under the direction of General Manager **Lou Mertens**, State-USIA offers trips to some of the most unusual and interesting destinations in the accessible world. His department's travel office, managed by **Louise Sparks**, is just one of the outstanding employee services which earned State-USIA a 1976 Helms/Citizens Savings Award for excellence in programming.

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## editorial comment

### Remembering why we do it

One of the basic aims of personnel programs is to create an atmosphere in which people do good work and enjoy it. There are many facets to the personnel job, though, and each of them is a technical field in itself. Even a conscientious specialist in this area can lose sight of basic aims and objectives.

The personnel job includes such diverse elements as employment, group insurance, labor relations, retirement counseling, safety, employee attitude surveys, communications, medical services, food service, suggestion systems, training and — of course — recreation.

As busy as we are with all these activities which may seem to have little in common, we must remind ourselves of the basic aims behind them. Consider just a few examples.

Why do so many of us maintain the elaborate machinery for encouraging and reviewing employee suggestions? There is much more to such a program than just paying awards for ideas (most of them small ones), although this in itself is good business. What we are trying to do is create an atmosphere in which people believe that the company welcomes good thinking and the opportunity to communicate with its people.

Why do we work so hard to help our people in their recreational activities — organizing ball games, carnivals, parties and beneficial services? Why have we developed an endless list of programs for health, education and community involvement? Our reward is not simply seeing peo-

ple active. It is creating an atmosphere of friendliness which we hope will be carried over into relationships on the job. It is discovering hidden talents of leadership among employees who might be candidates for management development. It is providing employees with an opportunity to appreciate one another and build a harmonious industrial team. It is assisting employee recruitment by displaying fringe benefits which may not be available from competing employers.

Why do we encourage supervisors to meet frequently with their employees, even when there is no immediate business to transact? It is not just to make the boss look good, although this may be a worthy result. It is to build an atmosphere of mutual understanding between workers and management. It is to build person-to-person relationships that create pride in the work place, develop interest in the job and foster the security to converse with management in an atmosphere of genuine trust and sincerity.

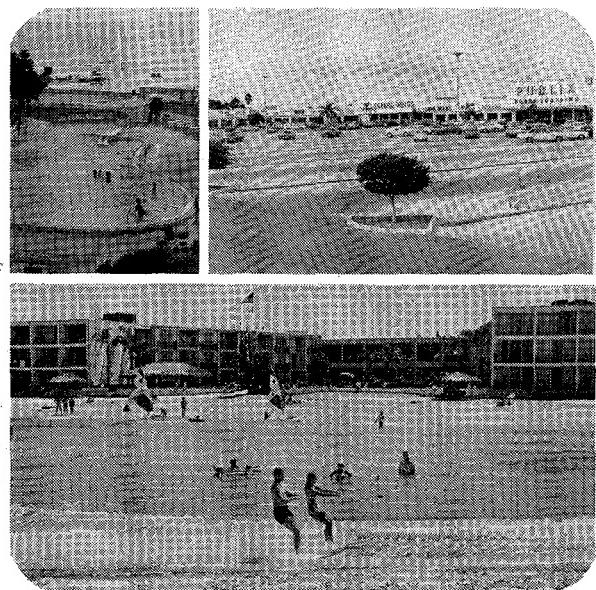
And so it goes, through the entire list of personnel activities. There is, and should be, a fundamental reason for every one of them. Whether that fundamental aim is fully met depends upon those of us who are in touch with employees. It also depends upon a management that offers supportive consideration of personnel programs, based upon these sound objectives.

— Mel Byers  
CIRA Consultant

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about our members . . .

## nira news

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Like many other IRC's formed in recent years, CARES will be a growing full-membership Council within the national NIRA organization. Its dues structure includes an automatic \$10 assessment for non-NIRA members, which allows them to affiliate with the national office.

The new Council made immediate plans for its September 14 meeting to which representatives of many non-NIRA companies in the Chicago area were invited. Recreation Management will carry additional news of the Chicago Council and the other efforts at Council formation in coming issues.

### Stinson testifies before ICC hearing

Patrick Stinson, NIRA Assistant Executive Director and Director of Membership, Promotion and Services, testified before a Chicago hearing of the Interstate Commerce Commission (ICC) July 29. The hearing had been called at the request of NIRA Associate member Coach Travel Unlimited, a suburban Chicago bus company.

Coach Travel has applied to the ICC for a license which would allow it to offer multi-group tours to groups and individuals in a 14-county region surrounding Chicago. Several larger bus companies oppose the charter, contending that their present service to the market is adequate in the area.

Coach Travel asked Stinson to appear before the hearing to answer questions from representatives of both sides in the controversy. His testimony, unrelated to the specific interests of any party, stated simply that "there should be an open door to competition" in the coach tour field. A decision is expected from the ICC early next year.

### New IRC formed in Chicago area

A new Industrial Recreation Council (IRC) has been born in the Chicago area. On July 20, a group of active NIRA members in the Chicago area met with Patrick Stinson to establish the Chicago Association of Recreation and Employee Services (CARES). The first executive board took office immediately. It includes:

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**Michael Brown**

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Continental Illinois National Bank

### Bowling test facility funded by ABC, WIBC

An eight-lane national bowling test facility will be ready for occupancy in early 1977, according to the American Bowling Congress (ABC). The \$560,000 project is co-funded by the Women's International Bowling Congress (WIBC) and will be operated by the ABC.

The 15,000-square-foot, one-floor structure will be located at the rear of Bowling Headquarters, the home office shared by the ABC and the WIBC in Milwaukee.

Formerly, testing of bowling equipment was conducted with the cooperation of private bowling center operators. ABC and WIBC efforts to establish standards for pin setting machines, pins, lane materials, balls, and so forth depended on the free time available between regularly scheduled league play. The new facility will allow controlled

tests under ideal, uninterrupted conditions.

**NIRA Newsnotes . . . Champion Products, Inc.** of Rochester, New York and Josten's, Inc. of Minneapolis, Minnesota have delayed the vote scheduled on their proposed merger (reported previously in RM). According to a joint statement issued by the presidents of the two companies, the delay was called because "based on preliminary figures, Champion's operations for the month of June, while profitable, did not measure up to the performance of the first five months as shown in the Proxy Statement". . . . **UPDATE:** on August 11, 1976, Jostens and Champion announced that their proposed merger had been abandoned by mutual consent.

The fifth annual **National Hunting and Fishing Day (NHFD)**, September 25, will be observed by NIRA companies across the country. The day was conceived to publicize the positive conservation and recreation values of hunting and fishing. It will be marked by organized sport-

ing activities, public exhibits and equipment demonstrations. NHFD and NIRA made promotional packets available this year to businesses and communities . . . **Marriott Hotels** has two new properties. A 45-story, 1,214-room hotel is under construction on Chicago's "golden" Michigan Avenue. The hotel, slated for opening in the summer of 1978, will feature a specialty restaurant, coffee shop, buffet, discotheque lounge, and library lounge. The chain will also open the first of three new Marriott hotels in Peru this December. The 131-room Libertador/Marriott will be located in Lima . . . **NIRA Associate member Air Jamaica** has received permission from the Civil Aeronautics Board (CAB) to offer a special inclusive tour package to NIRA members.

The 5-day/4-night Jamaican holiday is the first such package designed specifically with NIRA members in mind . . . The **NIRA Board of Directors** holds its annual Fall meeting at the NorthPark Inn, Dallas, September 19-21. RM will carry a full report of the meeting. **RM**

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Included in this streamlined package are a copy of *How to Organize & Promote League Bowling*, twenty-five posters, 500 pay envelope brochures, 500 folders, and one camera-ready ad. \$29.00, postpaid.

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## NATIONAL INDUSTRIAL RECREATION ASSOCIATION

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March 2, 1976

Mr. John Powell  
President of Loyal Travel Division  
Greyhound Association  
111 W. Clarendon  
Phoenix, Arizona

Dear John:

I would like to take this opportunity to congratulate you and all the staff of Loyal Travel for coordinating our Region 4 annual meeting, held January 1975 on board the S.S. Emerald Seas which sailed from Miami to Nassau and returned. I know every one of the hundred and fifteen people who attended this meeting were thrilled with your courteous service. The service was efficient and in many cases helped the delegates save money on their transportation cost. Your staff was superb in the performance of their travel service.

Because of this fine service and your large number of offices throughout the nation, we would like to appoint Loyal Travel as our official NIRA annual conference travel coordinator for this 1976 event which will be held in Milwaukee in May. Further, we intend to appoint you as our official conference travel coordinator for the 1977 event which will be held in Disney World in Florida, that event will be held in May 1977.

We are very proud that you are affiliated with this association because your service is so good. We hope every one of our members has an opportunity to book a travel program with Loyal Travel. I am sure they will be as pleased as we have been with the ability of your staffs throughout the nation.

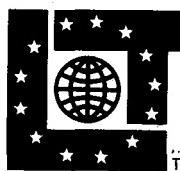
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*Michael A. Fryer*

Michael A. Fryer  
Executive Director

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# news in brief

### Bicentennial travel short of expectations

American vacationers have disappointed U.S. travel suppliers this summer, according to a mid-summer telephone survey conducted by the Discover America Travel Organizations (DATO).

In a recent announcement, DATO reported that an expected swell in American travel, especially to the "Bicentennial corridor," has failed to materialize. Although DATO stresses that 1976 has been a record travel year by ordinary standards, it did concede that the anticipated Bicentennial boom in all areas of travel has thus far been a bust.

The poll of major travel industry suppliers conducted during the week of July 13 indicated that, in all sections of the country, travel has showed only modest gains for 1976. Despite a "dismal performance" in June and over the July 4 week-end, the report said, the year should establish a new record for travel activity.

A majority of those surveyed told DATO that they expect the remainder of the summer to "approach" the increases reported in the first five months of the year.

"It is clear," said DATO, "that Bicentennial estimates have been over-stated, with hotels, motels, attractions, states, cities, and others in the eastern Bicentennial corridor reporting occupancy, attendance and visitor rates far below expectations."

The survey showed that travel volume during the period from January through May, 1976 was strong in all parts of the country. Even so, it began to slump during the traditional travel month of June, and reached bottom on the July 4

weekend. DATO theorized that most Americans stayed in their home communities during the nation's birthday and will postpone their travel plans until later in the summer.

### Valley Forge becomes a national park

Valley Forge, Pennsylvania, site of the Revolutionary Army's bitter winter encampment of 1777-78, was added to the National Parks System on July 4, 1976.

In ceremonies at the historic ground on the morning of Independence Day, President Ford signed into law legislation authorizing Valley Forge National Historical Park.

The new law places under the jurisdiction of the National Park Service the famous encampment site, General George Washington's headquarters, a variety of commemorative monuments and markers and related historical properties. The law provides that the existing 2,300-acre Valley Forge State Park will not be transferred from state operation before October 1, 1976, to prevent disruption of visitor use during the Bicentennial summer months.

The National Park Service has also been authorized by the same law to acquire more than 200 acres of land now in private ownership for addition to the park, including an industrial site near the park headquarters.

George Washington chose the Valley Forge site because of its strategic location, protecting the western approaches to Philadelphia along the Schuylkill River and various roads. Today, the new park is 20 miles west of the city, with the Pennsylvania Turnpike on its southern boundary and the River coursing through its northern edge.

Many buildings in the park remain from the winter of 1777-78. Most notable among them is the colonial house Washington used as his headquarters. Various log buildings and cannon, reproductions of those present at Valley Forge 200 years ago, are also in the park.

## Federal grants for public recreation areas

The U.S. Department of the Interior has announced the granting of Federal funds for the acquisition and/or development of public recreation areas in several locations.

A \$1 million grant from the Land and Water Conservation Fund (L&WCF) has gone to Massachusetts to help the city of Boston develop North Ferry Park on the east Boston waterfront. A previous grant of \$193,650 from the same source helped the city acquire the 11-acre site. Additional funds from the Commonwealth and the city will bring the total investment to \$2.7 million. North Park Ferry Park provides access to the water and scenic vistas of the city skyline.

In Florida, a \$683,345 L&WCF grant to the Metropolitan Dade County Park and Recreation Department will help initiate development of a recently-acquired 285-acre park six miles west of downtown Miami. An additional \$625,000 grant will

help Florida acquire 308 acres of gulf beach front on St. George Island, a 33-mile-long off-shore barrier island separating Apalachicola Bay and St. George Sound from the Gulf of Mexico near northwest Florida.

The state of Hawaii, too, has benefitted from a \$1,569,144 grant from the L&WCF. The federal funds will help the state acquire 33 acres of Pacific coast property for the development of a state park. Acquisition of the land is essential to provide public access to beach areas in the vicinity.

Another \$1,076,669 was granted by the L&WCF to California to help the state acquire approximately 1,462 acres of land at Lake Tahoe. The grant will help purchase beach frontage and adjacent land for addition to the Tahoe State Recreation Area near Tahoe City. The state is contributing an additional \$3,469,-195 to the recreation project.

For additional information on any of these public recreation projects, contact the Bureau of Outdoor Recreation of the U.S. Department of the Interior.

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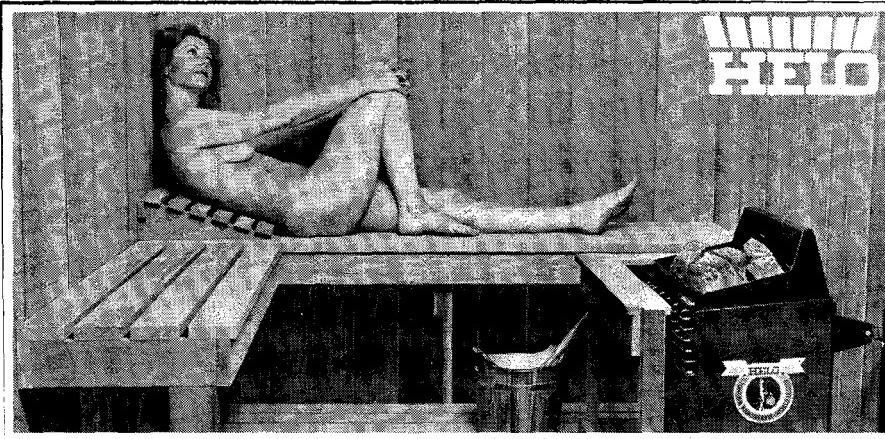
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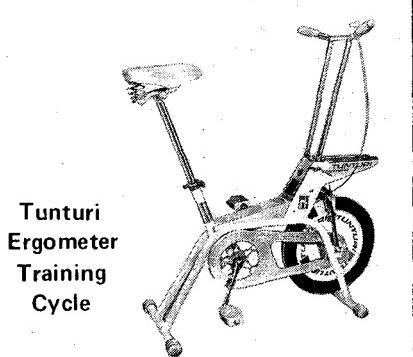
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# National tourist offices: eager to offer travel assistance

by Gerhard F. Markus

An essential part of the recreation director's responsibility is finding memorable and economical travel packages for employee groups. National tourist offices are eager and expert guides in this search. Recently, we talked with Gerhard F. Markus, Publicity Director for the Austrian National Tourist Office, a NIRAS Associate member headquartered in New York City, about tourist offices and how they can help recreation directors who plan trips abroad. This article is based on his remarks.

## WHAT IS A TOURIST OFFICE?

A national tourist office represents the total tourism interests of a foreign country. All tourist offices share this common goal, although they are organized in different ways. Some, like the British Tourist Authority, are organized from the top down. That is, they are strongly centralized, with local branches throughout the world. Others, such as the Austrian National Tourist Office, are directed in the opposite fashion — from the bottom up. In the case of the Austrian Office, for instance, tourist services such as hotels and restaurants are organized on local, state and regional bases. The national office, then, is an association of these more localized organizations. In the eastern European countries, of course, tourism services are very strictly centralized.

Regardless of how tourist offices are organized, however, their missions are the same: to encourage and assist tourists, both as individuals and in groups. Offices fulfill this assignment by three basic methods: information services, promotional efforts and marketing campaigns. All three ways help recreation directors with their travel planning.

## INFORMATION SERVICES

The information available from a national tourist office is as varied as the questions that tourists ask. Generally, office personnel can supply information on accommodations, transportation, sightseeing, cultural events and local customs. They can help planners decide where to book. They can also help develop trav-

el itineraries. The information they provide can be quite detailed, including, for example, the visitors hours for a specific museum in a specific town, if necessary. Some national tourist offices — the Austrian office is not among them — have large staffs and are equipped to sell transportation tickets, such as international railway passes.

Information, along with schedules, maps, brochures and so forth are available to individuals, groups and professional tour planners alike. Tourist offices are ready to help anyone who requests information, but they are especially interested in aiding those, such as recreation directors, who represent groups.

## PROMOTIONAL EFFORTS

Tourist offices also represent their countries by publicizing their attractions to general audiences. This work includes the placement of advertisements in newspapers and magazines. Many of these ads carry the familiar coupons inviting readers to send for free information. Tourist offices also promote their sponsoring countries by generating news releases and publicity events. They handle tourism-oriented press relations for their countries. Often, they invite travel writers to visit their countries and write about them. Tourist offices may also assist schools and other organizations in preparing academic and cultural exchange programs.

When you read an article about another country's vacation highlights or when you see a colorful poster from a foreign land, you may well be seeing the work of a national tourist office. This kind of promotional effort,

of course, is especially useful to recreation directors faced with the task of publicizing their scheduled tours.

## MARKETING CAMPAIGNS

National tourist offices aid recreation directors indirectly by marketing to travel professionals. They utilize direct mail routes, advertise in professional travel journals and work personally with agents. National tourist offices supply materials to agents, solicit their business and offer whatever additional help agents may request. They may also assist agents in assembling travel packages, planning itineraries and finding the services they need in the host country.

This kind of function can help the recreation director by making travel agents more aware of tour options. It also makes it convenient for agents to plan specialized trips for employee groups. If a destination and/or itinerary has been selected without the help of an outside professional, the tourist office can assist the recreation director in finding an agent to book the trip. The tourist office may even be able to help take package price bids from several agents, saving the director the time and effort of shopping for an economical tour.

## A NON-COMPETITIVE PARTNER

It is important to recognize that national tourist offices work in cooperation with travel agents, not in competition with them. Tourist offices provide supplementary services for both travel agents and individual trav-

elers. They do not handle bookings, however. They do not arrange directly for any of the tour services which recreation directors purchase for their employee groups. In their complementary role, however, tourist offices can be of considerable help to the recreation director throughout the tour planning process.

A national tourist office can provide basic information about its country for a recreation director or travel committee in the first stages of planning. The office can continue assistance by answering questions about specific attractions and helping to plan an itinerary. The office can then help the recreation director find a travel agent who can book a desired tour within the recreation association's budget and time guidelines. Later, the tourist office can assist the recreation director in promoting the tour to employee/travelers, by supplying posters, brochures, displays and audio/visuals as well as photos and information for newsletter articles.

Contact with a national tourist office does not obligate a recreation director in any way. It simply brings him or her to a direct source of travel information and promotional help. National tourist offices advertise frequently in specialized travel publications and in the travel sections of general interest periodicals and newspapers. They are usually listed in the yellow pages of major metropolitan telephone directories, as well. Any international travel agent, too, will be able to put a recreation director in contact with a tourist office. PM

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## associate profile

### Britannica offers employee group discounts

Encyclopedia Britannica, the reference standard of the world, urges NIRA members to investigate the several benefits available to them through Britannica's Group Discount Plan. Unlike some other group offers, this one requires no minimum participation from participating recreation groups. Associations may make Britannica discounts available to employees without incurring any expense themselves. For employees who purchase the new *Britannica 3* as a result of this offer, there is a very substantial saving over the regular price — a special saving, in fact, which is available only through this program.

How does the Britannica Group Discount Plan operate? Very simply. Britannica prepares — at no cost to the recreation association — a beautiful color brochure which explains to association members that they are eligible for a discount on the new thirty-volume set of *Britannica 3*. A postage-paid reply post card is included so that individual members can inform Britannica of their interest in receiving further details about the offer.

CIRCLE READER SERVICE CARD NO. 1

For every bona fide reply card forwarded to Britannica, the recreation association receives five dollars.

The new Encyclopedia Britannica released through this offer is much more than an updated edition of the world-famous reference. It is an entirely new kind of encyclopedia which outmodes all other encyclopedias. Completed at a cost of \$32 million after fifteen years of revision, the new *Britannica 3* is unequalled as a source of daily help in school, business, home management, hobbies and recreation, and social activities.

The benefits of Britannica ownership are obvious for employee families. For the recreation association, too, the Group Discount Plan provides substantial gains. First, of course, it makes the world's finest reference available to employees who might not otherwise be able to afford it while their children are young. Secondly, it offers an excellent revenue source for the association. According to Britannica, many organizations have already derived income by providing this service to their members. The company invites inquiries. RM

### Americana Hotels open to NIRA at special low rates

Americana Hotels, located in Americans' favorite vacation spots, offers special group rates to NIRA members.

In Puerto Rico, the *Americana of San Juan* is a complete resort and casino complex. In Acapulco, there are three Americana Hotels: *Condesa del Mar* and *El Presidente*, both on Acapulco Bay, and *Fiesta Tortuga*, a few steps away. "Stay in one, enjoy all three" is the slogan there. In Aruba, the *Americana* is the newest hotel on the island.

In Honolulu, the *Americana Ala Moana* sits above Waikiki Beach. Bal Harbour (Miami Beach), Florida, is the site of another Americana where the vacationer is pampered. In Palm Springs, California, the *Americana Canyon* is the only hotel with an adjacent golf course.

There are Americana Hotels in the two cities of the United States where nearly everyone visits at one time or another: New York and Washington, D.C. The *Americana of New York*, situated in the heart of Manhattan, is

2,000 rooms high. The *Shoreham Americana* in the nation's capital is near everything you want to see there. Americana Inns are also located in Albany, New York; at the Cincinnati Airport; between Dallas and Fort Worth; New York City; Rochester, New York; and Little Rock, Arkansas. Rounding out Americana's roster of hotels is the *Fiesta Palace* in exciting Mexico City and the *Chosun* in Seoul, Korea.

Americana resorts all feature fine service, great food, exciting entertainment and total facilities to make a guest's vacation extra special.

Americana offers special NIRA Packages which include all the elements you need for a fun-filled trip at a price your groups can afford to pay. Week-ends, holidays and full-term vacations are among the choices.

For more information and special NIRA group rates, call Bob Smith collect at (212) 557-4991 or write him at Americana Hotels, 605 Third Avenue, New York, New York 10016. RM

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*Presents a Group Discount Plan providing  
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THE WHITE HOUSE

WASHINGTON

National Hunting and Fishing Day  
September 25, 1976

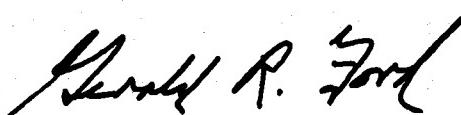
It is appropriate during this Bicentennial year to review our national achievements and look ahead to how we can equal and surpass them in the future. The theme for National Hunting and Fishing Day, "Making A Good Thing Better," aptly reflects the spirit of our two hundredth anniversary observance.

As we lay the cornerstone of our third century, we can be encouraged that the conservation movement is succeeding and that most Americans are working hard to preserve our great natural heritage for future generations.

American hunters and fishermen were among the first environmentalists. They have traditionally held strong opinions about clean air, good water and a livable habitat for wildlife. They have been in the forefront of the activists who want to maintain these qualities, not only because it is important to them, but because they will benefit all of society.

Through excise taxes on hunting and fishing equipment that were imposed with the full endorsement of sportsmen's organizations, millions of dollars have been channeled into the maintenance and improvement of habitat across the land. Some modern-day environmentalists are not aware of the past contributions that our outdoor sportsmen have made to this cause. And others may not fully comprehend that wildlife populations need to be managed scientifically like all other natural resources. Properly regulated by the states with Federal assistance, fishing and hunting are an integral part of wildlife management. Getting this message across by example and not simply by words is a major part of the challenge that lies ahead.

I welcome the opportunity of this national observance to greet the nation's hunters and fishermen and the organizations that represent them and to commend them on their sensitivity and responsiveness to a movement that deserves the support of all Americans.



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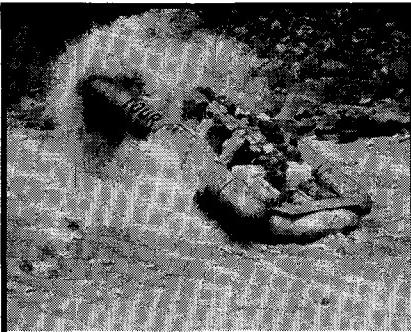
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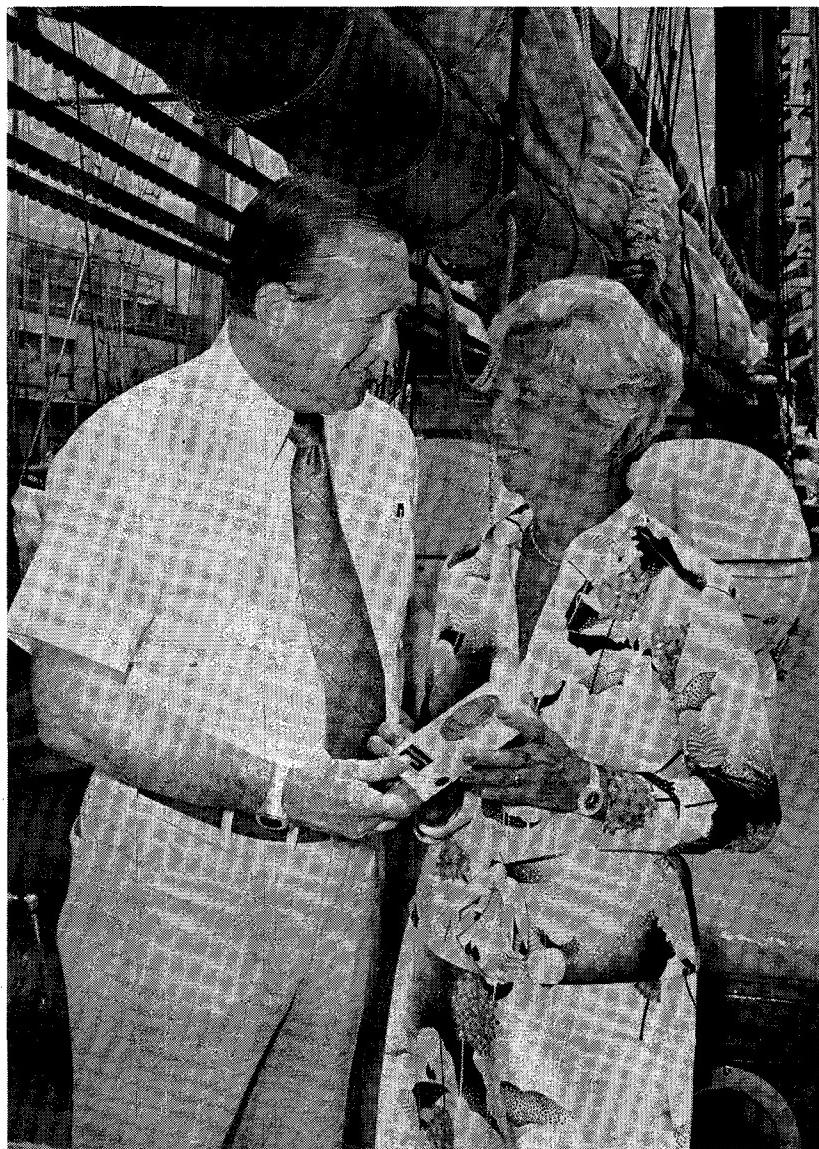
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## NOVA SCOTIA PROMOTES CANADIAN INDUSTRIAL RECREATION



Mary Kennelly presents the NIRA award to Hon. A. Garnet Brown.

The Canadian Province of Nova Scotia's Department of Recreation has surveyed approximately 100 industries to assess existing recreation programs. Later this fall, the Department of Recreation, in cooperation with the provincial Department of Development, will host a conference on the values and benefits of industrial recreation. NIRA Executive Director Michael Fryer will participate.

Announcement of the event was made recently in New York City, where the Honorable A. Garnet Brown, Nova Scotia's Minister of Recreation, received a special NIRA award for his contribution to the publication, "Top Management Speaks." Other contributors received their awards at an Oklahoma City conference earlier this year, which Brown was unable to attend. The ceremony took place aboard the Bluenose II. On hand for the official award presentation was Mary Kennelly, a former NIRA Director from the American Telephone and Telegraph Company.

# The Province of Nova Scotia supports industrial recreation

*"Recreation dollars return dividends in the form of personal enrichment, improved health, higher morale, and greater productivity."*

Governments everywhere seek to improve the quality of life for their citizens. In Nova Scotia, where our government has made a major commitment to expand opportunities for individuals to participate in leisure activities of their choice, I look at the return from recreation budgets as one of our most outstanding benefits accruing from the wise expenditure of tax dollars.

Recreation dollars are definitely investment dollars! They return dividends to individuals, communities, business, and industry in the form of personal enrichment, improved health, higher morale, and greater productivity. Recreation dollars continue to work, improving the quality of life in our communities, long after they are invested. They bear interest in the form of human values as well as in long-lasting community resources.

We have seen tax dollars earmarked over the years in ever increasing amounts to combat crime and delinquency, to meet health and welfare needs, and to resolve the social problems of our day. But these are remedial dollars—expenditures made

to resolve problems after they occur. As the alternative, recreation dollars offer a preventive medicine which provides a positive and human approach to resolving problems before they occur.

I see recreation as a two-sided coin: on one side sport, on the other culture. To get the best value from this coin, the individual must develop a balanced use of his leisure time, for his own benefit, as well as that of his community. Wise use of recreation by the individual is a stimulus to his life, and an inspiration to those around him.

In an age when unrest, unhappiness and dissatisfaction are prevalent, the wise use of leisure time holds out the answer to many of our problems—for all age groups, regardless of sex or racial origin, as well as the handicapped and disadvantaged.

The economic benefits of a dollar invested in recreational opportunities are estimated to return anywhere from three to ten dollars for every dollar expended. The social benefits to our people are immeasurable.

Hon. A. Garnet Brown  
Minister of Recreation  
Province of Nova Scotia



Hon. A. Garnet Brown and eighteen other top leaders of business and industry have joined together to applaud employee recreation. Their statements of support compose the 1976 edition of "Top Management Speaks", published by the National Industrial Recreation Association (NIRA). As a recreation professional, you will want your corporate leadership to see "Top Management Speaks". Let them read about the value of industrial recreation as explained by the Chairmen of the Board for Goodyear Tire & Rubber, U.S. Steel, 3M, Eastman Kodak, McDonnell Douglas and many more respected corporations. To order, simply fill out the form below and return it with your check or money order.

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for orders of less than 20  
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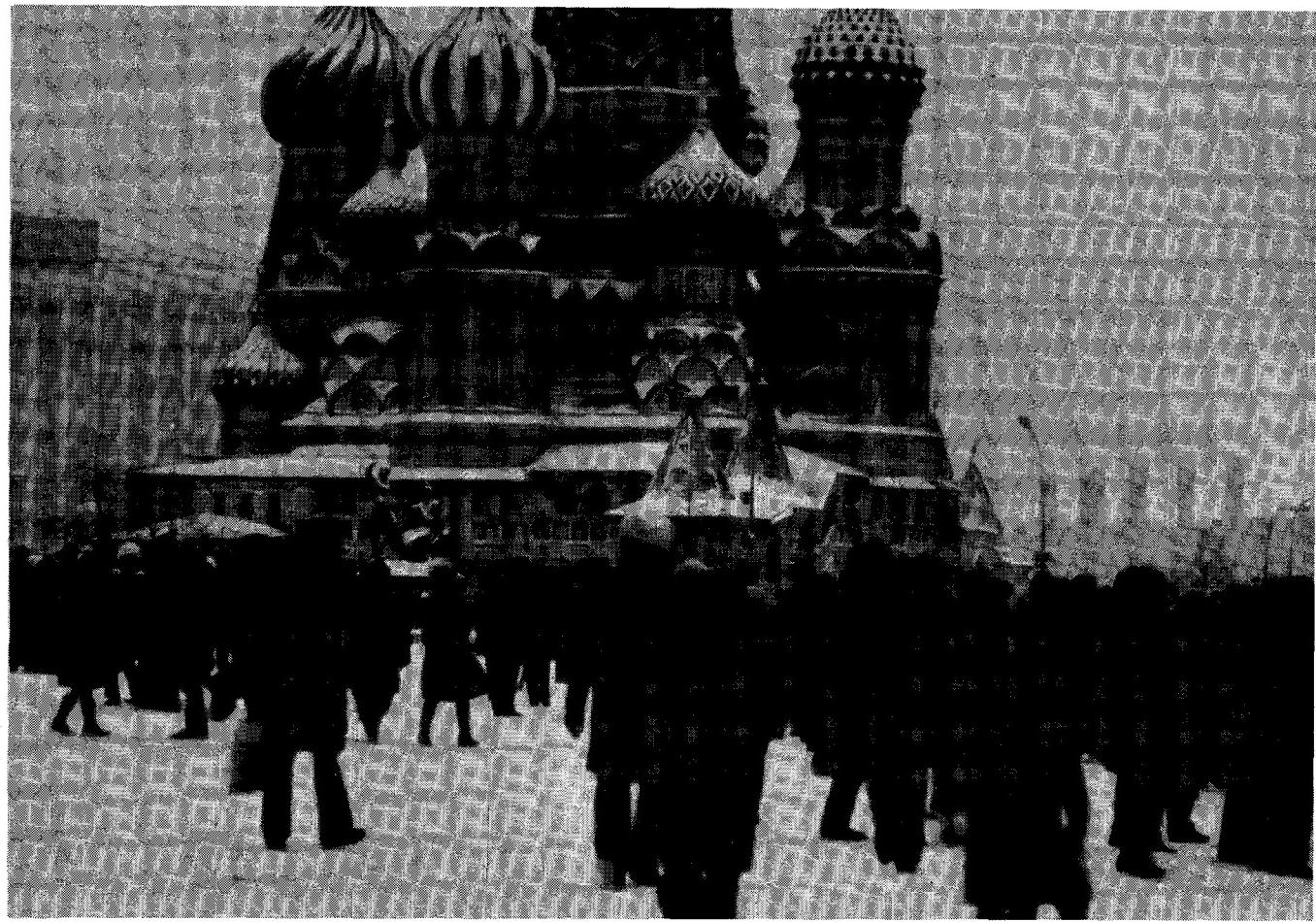
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# organization profile

## State-USIA books unusual travel destinations

with Louis Mertens  
and  
Louise Sparks



**Saint Basil's Cathedral in Moscow's Red Square, as State-USIA travelers saw it.**

—All photos courtesy of Louis Mertens

**W**ORK for the US State Department and you may find yourself in Moscow — as a tourist. The State-USIA Recreation Association, winner of the 1976 NIRA Helms Award for excellence in programming, operates a wide-ranging travel program for its 20,000 members. The travel office sends employees to all the standard domestic and foreign travel destinations, from Las Vegas to Munich. It also arranges for its employees

to see fascinating and unusual places. Under the supervision of General Manager Louis Mertens and Travel Manager Louise Sparks, the State-USIA travel program undertakes the exotic almost as a matter of routine.

When State Department workers and other federal employees who qualify for Mertens' programs read their travel bulletins, they find a smorgasbord of offerings. Among the unusual destinations on this year's calendar

are Hong Kong, Bangkok, Prague, Egypt, Israel, Kenya, and destinations in the USSR as diverse as Leningrad and Siberia.

State-USIA's unusual destinations joined an already full travel program about three years ago. At that time, the travel office offered employee tours to the USSR and was immediately flooded with reservations.

"I think it was a case of 'forbidden fruit,'" Mertens speculated. "Travel [to the Soviet Union] has been restricted for so many years that people just wanted to see what it was like." The travel program continued to incorporate new unusual destinations very cautiously.

"You know how it is," commented Mertens. "You can run a successful program for years and no one seems to notice. Have just one failure and the word gets around fast."

In the three years of State-USIA's unusual travel offerings, however, every trip has been successful. Mertens is quick to assign much of the credit for that success to Travel Manager Louise Sparks. A former teacher and wife of a military officer, Sparks had traveled extensively before beginning her work for State-USIA's travel program. Under her direction, the travel function blossomed from a one-woman effort to an efficient travel planning center with three fulltime employees.

Sparks administers established trips independently. For those that are untried or especially unusual, she consults with Mertens. "We have a fine track record," said Mertens, explaining his confidence in his manager. "We haven't lost money yet."

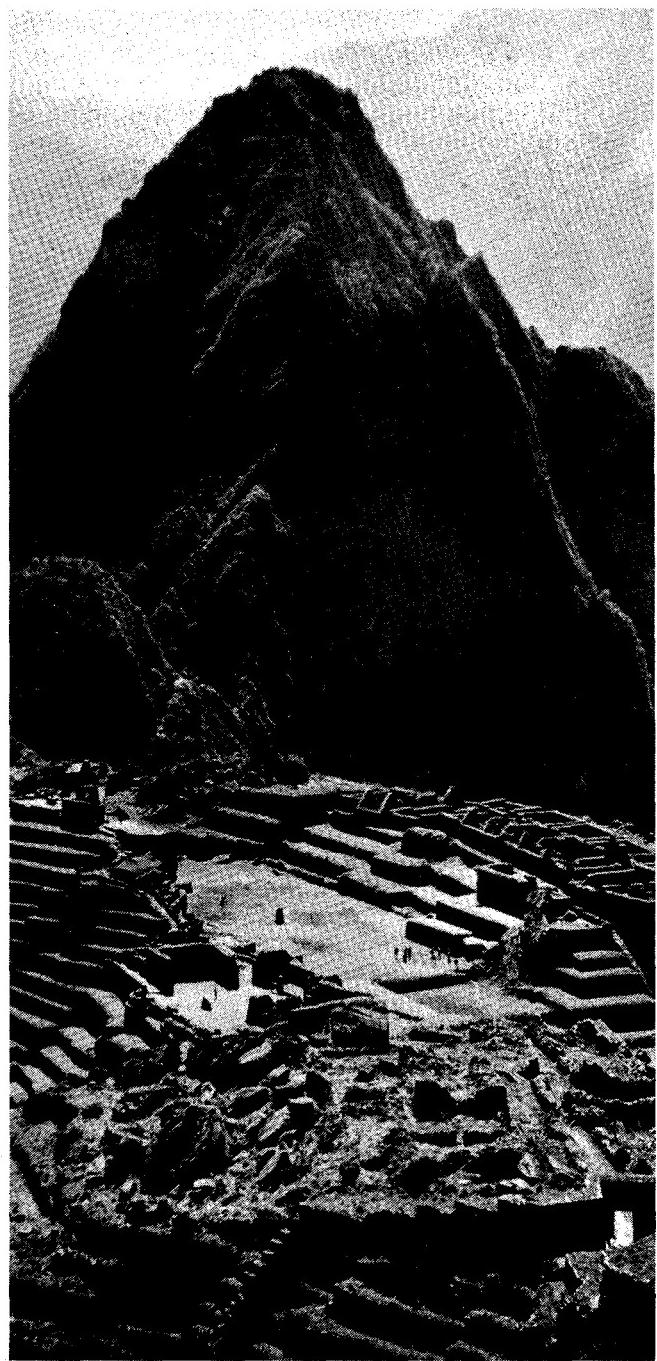
Because of her program's size and scope, Sparks finds that travel agents and tour companies come to her to suggest travel packages; she rarely has to contact them. Occasionally, if she has a particular package in mind, Sparks will work with an agent to pull together a unique offering for her group. Generally, though, she sees no significant difference between her planning options and those open to any number of other employee travel planners. "Programs that are presented to us are presented to others, too," she said.

In preparing a travel itinerary for her members, Sparks draws upon her own travel experiences. She relies on her impressions of employee interests to guide her in planning the year's travel schedule.

"After a while," she explained, "you get a feel for it." She also hears constantly from employees, many of whom call or visit her office to make inquiries and suggestions. The travel office never lacks for imaginative input.

Said Sparks, "Our phone is constantly ringing."

Advanced planning is especially important to an international travel program.



Machu Picchu, the ancient Inca city of the Andes is another destination for State-USIA travel groups.

"Ideally," said Sparks, "we would like to plan a year ahead. Usually, though, we plan at least six or seven months ahead."

After the travel itinerary has been set, the travel office uses several publicity media to announce it. A com-

## State-USIA continued

puter listing of all Recreation Association members constitutes a master list for major mailings. Booking agents often agree to cover the costs for these mailings. The lower-priced trips are usually announced in the in-house newsletter. Reading racks located in the travel office and in the two State-USIA stores also display information on upcoming travel.

According to Sparks, her travel packages, including the unusual destinations, draw participation from a broad cross-section of the Recreation Association's membership. Employees on limited budgets patronize the local and North American tours more heavily, she said; but added that they also participate in the most unusual trips. Sparks and Mertens agree that the affluence of some State Department employees allows them to take advantage of trips to far-away places. Unusual destinations sell to all groups in the employee force, however. Both Mertens and Sparks credit the members of the diplomatic corps with at least some of the responsibility for this spirit of adventure.

Said Sparks, "We have a specialized clientele. Many of these people have lived in out-of-the-way places and have traveled around most of Europe." For this reason, she said, many of the diplomatic employees do not hesitate, as other travelers might, to explore unusual destinations. The ease with which these employees approach unusual places, she continued, may inspire less-traveled employees to visit truly foreign destinations.

Just as some employees shy away from unusual tours, recreation directors can be reluctant to try unknown travel packages. By way of reassurance, Sparks said that in the past three years, her office has not experienced any special problems in handling the more unusual trips.

"There is more preparation involved," she said. "There are visas, shots and so forth." Her staff handles those details by sending letters to participants in unusual tours, outlining what pre-flight requirements must be met. Obtaining a visa and vaccinations remains the personal responsibility of each traveler, but the travel office is ready to provide referrals and answer questions. Orientations before all trips help prepare employees for any unusual experiences which might confront them. With concern for detail and the help of conscientious travel agents, said Sparks, there have been no serious problems with unusual destinations.

"Of course," she added, "the larger your group, the more likely you are to have unusual people along."

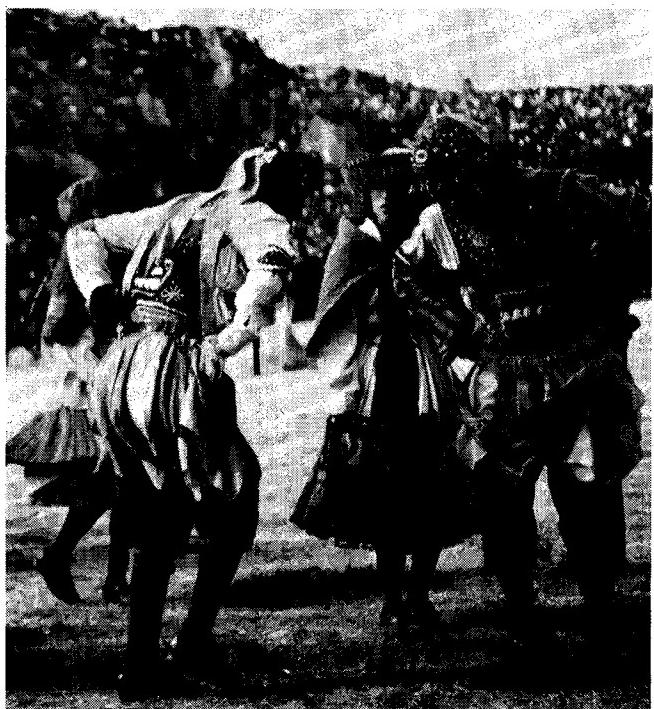
Especially in the "iron curtain" countries, Mertens added, the government tourist agencies carefully program group tours.

"It is all set," said Mertens. "They take you where they want to take you, show you what they want to show you and tell you what they want to tell you. On some of these tours, you could go with no money in your pocket — everything is so structured."

On the other hand, Mertens has discovered as a tourist on a State-USIA tour of the USSR that partici-



In Leningrad, the state "Intourist" tour bus waits before Saint Isaac's Cathedral for a group of western tourists.



State-USIA visitors to Peru saw the Inty Rhyme Ceremony performed by descendants of the ancient Incas.

pants were free to walk about unescorted. Although tourists must be aware that their activities may be watched, he said, they can explore on their own and meet local people.

Based on the success of their unusual travel packages, Mertens and Sparks are ready to explore even more interesting destinations with their employee travelers.

"We were among the first to go to Moscow when Russia opened up," Mertens said, "and we'll be among the first to enter China, if and when that country opens up." His employees are ready for the challenge. Already, Sparks reports, over three hundred employees have signed up for the first trip to the Peoples Republic of China — whenever it leaves.

# PLAIN TALK ABOUT HARVARD (INSTITUTIONAL) TABLES

Table tennis. A great game, a great sport. And wherever table tennis action requires exceptionally rugged equipment, you'll find the Harvard Institutions. Superior tables built for years of rugged performance.

Any institutional table tennis table must be suited for use in schools, camps, YMCA's and other organized recreation centers. To be of institutional quality, a table must have the finest playing surface, a rugged frame and chassis and extra attention to detail and quality. The Harvard Institutions fill the bill every time.

## Playing Surface

Each Harvard Institutional table features tops of  $\frac{3}{4}$ " high-density particleboard. Our polyester fill process makes the surface smooth and moisture resistant. These quality tops provide a lively, uniform bounce.

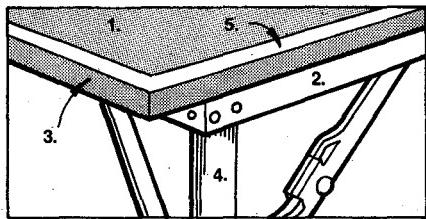


Table corner section. 1.  $\frac{3}{4}$ " top. 2. Heavy gauge angle steel frames. 3. Vinyl T-moldings. 4. 1 1/4" tubular steel legs. 5. "Super-Striped" lines.

Tops are finished with baked-on dark green, non-glare lacquer. "Super-Striped" court, base and side lines are 100% uniform and provide sharp contrast. The undersides have dark green undercoat for finished appearance. The final touch — vinyl T-moldings make exposed edges snag-free.

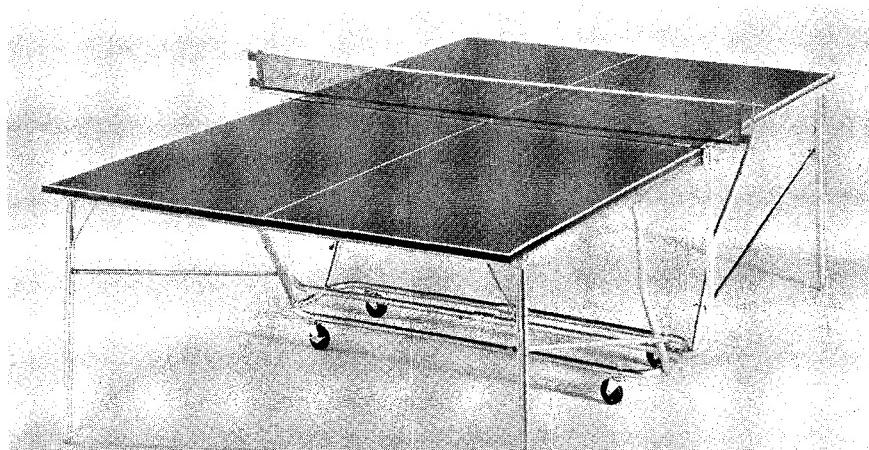
## Frame and Chassis

Every Harvard Institutional has a heavy gauge angle steel frame for extra strength and stability. Frames and tops are attached with 72 special, deep-biting screws. Frame sections, four for each half-top, are connected with steel corner clips and rivets to eliminate dangerous protrusions.

Front legs of 1 1/4" tubular steel are riveted directly to the frame. Undercarriages are constructed of heavy gauge steel tubing with steel stampings and linkages. Assembled chassis is extra-strong, extra-durable. Zinc plating on frames, chassis, legs and all connecting hardware resists corrosion, provides a high-quality finish.

## Quality Throughout

Of course the Harvard Institutions are all regulation size (5' x 9' x 30" high); all are approved by the U.S. Table Tennis Association for tournament play.



Harvard 821. Folding heavy duty institutional.

Each table comes with a Harvard No. 7, USTTA-approved mesh cotton net. Folding models have built-in net brackets which keep net taut and in place even when the table is folded.

The 8-leg model comes with USTTA-approved, heavy-duty net brackets.

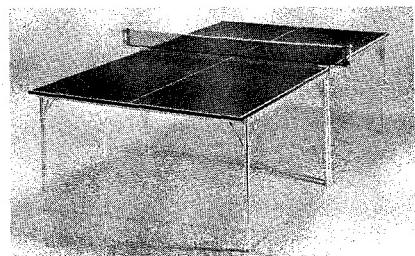
And our exclusive Perim-A-Board shipping container is designed to insure that each table arrives in the same condition it left the factory.

## Three Harvard Institutions

Harvard offers three institutional models designed to fill the special needs of organized recreational activities.

The Harvard 820 is a heavy-duty 8-leg table. It is particularly popular where space allows leaving the table set up for extended time periods.

The Harvard 821 is our finest table. It is extra-strong, extra-durable. Features triple-braced tubular steel chassis, four 3" swivel ball-bearing casters and center-hinged and supported playing surface. Front legs are self-folding/self-opening and each leg has an adjustable leveler to insure a perfectly level table.



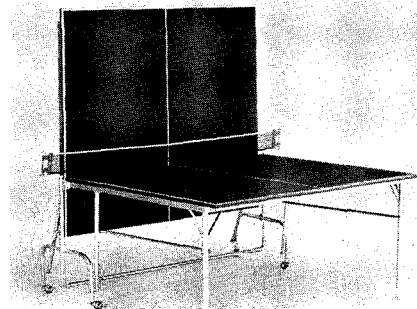
Harvard 820. 8-leg heavy duty institutional.

## Specify Harvard Equipment

If you include table tennis in your recreation program, be sure to specify Harvard equipment. Most leading institutional specialists and general sporting goods dealers carry the Harvard line. And that includes a broad selection of bats, balls, nets and posts, too.

Write us for the name of a dealer near you. We'll provide several names and your free copy of our 20 page catalog.

You'll see when it comes to table-tennis, we mean business.



Harvard 825. Playback position.

The Harvard 825 is a deluxe institutional with playback feature. Features our Grand Slam®-style undercarriage, self-folding and opening front legs and four 2" decorative ball casters. This table is also the preferred model for individuals desiring the finest recreation equipment.

# Harvard

Table Tennis Tables & Accessories

Harvard Table Tennis, Inc., 265 Third Street, Cambridge, Massachusetts 02142

Indian Industries, Inc., 817 Maxwell Avenue, Evansville, Indiana 47717

# Riding the rails

## ... or, how one employee group rediscovered the great American train ride

with Sue Siwicki

**B**ANKERS Life and Casualty Company gambled on the railroad — and won. The Chicago-based insurance company sent two groups to New Orleans via Amtrak last Spring. The travelers, ranging in age from 2 to 60 years, rolled over 1,800 miles, round trip, and loved every minute of it. According to Employee Services Supervisor Sue Siwicki, they discovered that, on the train, getting there really is half the fun of the trip.

### WHY TAKE THE TRAIN?

The great train ride began with inquiries from several Bankers employees who hoped to try a rail excursion. After checking with Jim Naughton, Amtrak's Senior Sales Representative in Chicago, the Employee Services office suggested a New Orleans trip to the members of Bankers' Travel Club. The package they proposed included round trip coach rail transportation between Chicago and New Orleans at \$68 per person (as compared with the standard single fare of \$90). The proposed four-day excursion included two nights on the train and two nights in Marriott Hotel or Holiday Inn in New Orleans. Meals, entertainment and tips would be extra.

Members of the Travel Club, an open forum of employee volunteers who help plan company travel programs, welcomed the proposal. Several supported the rail trip because they or their spouses were so frightened of air travel that they had avoided otherwise attractive travel offerings in the past. Many others felt a nostalgic attraction for the train. Some hoped to introduce their children to what they feared was a vanishing element of the American heritage. Still others were simply curious about rail travel.

### ORGANIZING THE TRIP

The success of Bankers' first attempt at group rail travel, said Siwicki, was due in part to the timing of the offering. The trips, scheduled back-to-back, were announced two months ahead of departure, to allow employees enough time to think over the idea. Secondly, they were scheduled in the spring, before peak vacation times, so that friends could travel together without disturbing the work flow in any one area of the company.

Two trip dates, April 29-May 3 and May 13-17, were first announced to the Travel Club. Shortly after the informal Travel Club announcement, a special flyer and the companywide recreation newsletter also announced the trips. Siwicki had planned with Amtrak for two tour groups of thirty passengers each. When an initial flood of fifty reservations reached the Employee Services office, Bankers called Amtrak with the first of several revisions in the attendance estimate.

Amtrak required a 10% deposit on reserved spaces thirty days in advance of each departure date. With this amount and advance payments required on hotel rooms, a \$65 deposit was collected for each reservation. Fifteen days before each trip left, Amtrak required a final head count, along with the balance of the total fare. The hotels billed Bankers for the balance of their fees. When the trains left Chicago, the first trip included 86 Bankers employees, friends and relatives in two cars. The second trip included a group of 53 in one car.

Employee Services conducted an orientation session for both groups, outlining the travel schedule and procedures. Since no group transportation was offered to Chicago's Union Station, the staff provided detailed information on how to reach the station, by both car and public transit.

Both Siwicki and her Assistant, Ardelle Moon, praised the personal service provided by Amtrak. The Bankers travelers assembled before their departure in the station's VIP lounge. When the time came to board the train, the Bankers people were escorted by Naughton and their Amtrak steward, past a crowd of waiting passengers, to be seated on the train before any one else. "It was perfect," recalled Siwicki. "It made our people feel special." Naughton and the Amtrak steward accompanied the first group throughout its trip. The second group, too, traveled with its own Amtrak representative.

## THE GREAT TRAIN RIDE . . .

The Bankers travelers settled into their coach seats, some with extra blankets, pillows, food, and drink, ready for the seventeen-hour trip ahead. Before the ride was over, people were asleep in their commodious seats, on the floor of the car, and even in the baggage racks. The Employee Services staff heard no complaints about the overnight "accommodations". After past experiences with motor coach tours, Siwicki separated her larger tour group into a "party car" and a "family car". Those who wanted to travel quietly and sleep could do so, without disturbance from the livelier members of the group. Siwicki took responsibility for the comfort of the older travelers, while Ardelle Moon kept an eye on the younger set. Moon brought her own three children, aged 6, 10 and 14, on the first trip. Six other children also came with their families. Moon was prepared. She conducted bingo games for the children, awarding coloring books, candy and miniature playing cards as prizes. The games — or the prizes — were so popular that the kids played peacefully for hours. Moon also brought strips of colored paper with pre-applied adhesive for the children to use. The kids promptly festooned their coach with colorful paper chains.

For both groups, the ride to New Orleans offered a chance to become acquainted. Meals in the dining car were well-prepared and reasonably priced — a complete chicken dinner sold for \$3.95. The group ate in pre-determined shifts, to assure that the dining car was not swamped with customers. After two rousing days and nights in New Orleans, the tempo quickened considerably. The trip home for both groups included some unexpected high jinks that made the trips especially memorable.

## . . . with some unplanned festivities

On the first trip back to Chicago, a middle-aged clerk, disappointed with the meager romantic offerings of

New Orleans, solemnly interviewed prospective "husbands" for herself. She settled upon a likely lad of 23. With fellow passengers acting as parson and bridal party, the couple was wed as the train rolled through Grenada, Mississippi. A daisy bouquet and paper garter contributed to the festivities. A reception in the club car followed, as guests toasted the bridal pair with Coors beer and a grapefruit juice/vodka punch. The couple cut a (Hostess) wedding cupcake and shared the crumbs with the assembly.

After stories of the wedding filtered back through the Bankers home office, members of the second trip resolved not to be outdone. On their return trip, that

**continued on following page**

## THE RECREATION CONNECTION



A Bankers claim adjuster, after a routine business conversation with a representative of Blue Cross-Blue Shield in New Orleans, mentioned her involvement with the Bankers co-ed volleyball tournament. The Blue Cross man noted that his mother coached his company's women's volleyball team. Since the Bankers adjuster was planning to join the train trip to New Orleans, she issued a challenge to the Blue-Cross-Blue Shield team. The New Orleans women accepted. The Bankers group packed its equipment and team shirts and met the Blue Cross-Blue Shield team in New Orleans' City Park. The local women were trounced, by Bankers reports, but gamely joined the Bankers crew for this snapshot.

## Great Train Ride continued

crew parodied the Miss USA pageant with their own "Missed America" contest. A bevy of willing contestants won distinction in talent competition and parried a field of predictably leading questions. The nine competitors, winners all, captured such distinguished titles as "Mismatch", "Miscellaneous", "Misconduct", and "Mislaid".

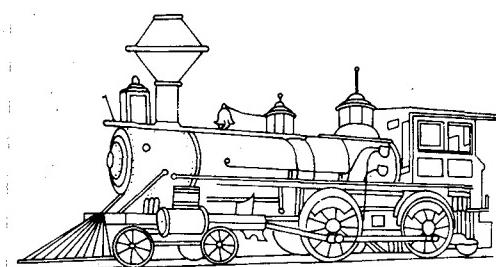
### WHAT ABOUT NEW ORLEANS?

For many aboard the Bankers express, the trip to New Orleans was their first. With only two days scheduled in the city, the Employee Services staff arranged for no formal group activities. Employees were free to see the city in whatever fashion they chose. Before the trips, the staff had circulated a survey, asking employees what they hoped to see and do in New Orleans. Based on the results, the staff worked with the host hotels to find walking and riding tours for interested individuals.

Siwicki had special praise for the total service effort of the Marriott Hotel which housed the first group. She said that the Bankers group arrived at the hotel, checked in, and was out again to see the city in a matter of minutes. The hotel was situated in the heart of the city's tourist attractions and was extremely helpful with sightseeing plans.

### WOULD THEY DO IT AGAIN?

"Absolutely," said Siwicki. "We'll use the train again, although maybe not for New Orleans." The only serious drawback of the Spring trips, she said, was the long time on the train which prevented the travelers from spending enough time in New Orleans. On the other hand, she added, the train ride was great fun in itself. In the future, the Employee Services office plans to schedule more rail trips. Siwicki has considered an American scenic tour by rail — perhaps into the West. That kind of trip, she said, would take full advantage of the leisurely pace of rail travel. RM



**For more information  
on rail travel,  
circle Reader Service Card No. 43**

## names in the news

**Richard Wensel**, former president of Forest Trails of America, has left FTA to start his own business. **Daryle Wolfswinkel**, Vice President of Southwest Properties, FTA's parent company, will temporarily assume Wensel's responsibilities.

• • •

Ramada Inns reports that **Roger Fulton** has been named director of sales for the I-10 Convention and Resort Center Ramada Inn in Tucson. He will coordinate the sales program, overseeing meeting arrangements, banquets, convention and accommodations. In Chicago, **Jonathan Q. Loeb** has become director of marketing for the new Chicago Marriott Hotel, now under construction (See *NIRA Newsnotes*). Loeb has been replaced as resident manager of the Los Angeles Marriott Hotel by **George H. Scudder**.

• • •

On August 1, 1976, **Maurice J. (Maury) Hayes** assumed the presidency of the American Bowling Congress. Hayes is the ABC's 63rd president and been active in the Council for decades.

At the National Bowling Council, **Alberta E. Crowe** assumed the office of NBC president on July 15, 1976. Crowe, who is President of the Women's International Bowling Congress, takes the one-term office for the fourth time.

• • •

### THERE IS MORE PEOPLE NEWS THAN THIS . . .

**we're sure.**

**Send news about NIRA members to:  
The Editor, Recreation Management  
20 N. Wacker Dr., Suite 2020  
Chicago, Ill. 60606  
. . . or call (312) 346-7575**

• • •

# NIRA 1976-7 TRAVEL INFORMATION SERVICE

As an aid to travel club officers and recreation administrators, RM briefly outlines travel destinations and special interest trips. Indicate your interests on the Reader Service Card, tear it out, and mail it to us. RM will see that you receive further details. If you are interested in an area not profiled here, indicate that area on the Reader Service Card.

## International Travel

### AFRICA

Consider it: safaris, photo tours, and the cultural exploration of a richly varied continent. More and more recreation associations are venturing into the great African continent for an unusual tour offering.

CIRCLE READER SERVICE CARD NO. 2

### BENELUX COUNTRIES

Belgium, The Netherlands, and Luxembourg offer charming tour possibilities in northern Europe. Their small size and proximity make them an ideal package. Write for more information.

CIRCLE READER SERVICE CARD NO. 3

### BRITISH ISLES

The island of Great Britain, with England, Wales and Scotland is a popular travel destination with any employee group. Its neighbors, Northern and southern Ireland also lure tourists from the U.S. See the homeland of much of early America's cultural and political heritage.

CIRCLE READER SERVICE CARD NO. 4

### CANADA

Our beautiful neighbor to the north is a vacation playground, in both metropolitan areas such as Quebec and the lovely wilderness expanses stretching all the way to the Arctic Circle.

CIRCLE READER SERVICE CARD NO. 5

### THE CARIBBEAN

One of employee travelers' favorite destinations, this year-round attraction draws tourists again and again — for extended trips and economical short excursions.

CIRCLE READER SERVICE CARD NO. 6

### CENTRAL AMERICA

New to most American tourists, Central America offers dramatic scenery, beautiful beaches on two oceans, and a native desire to build the new tourist industry with special service.

CIRCLE READER SERVICE CARD NO. 7

### EASTERN EUROPE

From the sunny Mediterranean resorts of Yugoslavia to the historical streets of Prague, eastern Europe is fascinating, even to travelers who think they've "done" Europe.

CIRCLE READER SERVICE CARD NO. 8

### EUROPEAN TOUR

For a rainbow experience of Europe, plan a tour of several countries. The combinations are virtually limitless.

CIRCLE READER SERVICE CARD NO. 9

### FRANCE/SWITZERLAND

From the Brittany coast to the breathtaking Alps, France and Switzerland make a memorable travel package. Send for information on travel to one or both.

CIRCLE READER SERVICE CARD NO. 10

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continued on  
following page

## Travel Information Service continued

### GERMANY/AUSTRIA

Sister countries in language and culture, but distinctive in their individual moods and pace, these two countries work well as a package — or as separate offerings on your travel itinerary.

CIRCLE READER SERVICE CARD NO. 11

### GREECE/TURKEY

Hardly the friendliest of neighbors, these two are a harmonious travel team for a unique perspective of Mediterranean cultures. History lives, from Athens to Istanbul. Employees will talk for years about the beautiful cruises between Greek islands.

CIRCLE READER SERVICE CARD NO. 12

### INDIA/ THE SUBCONTINENT

Explore the mysteries of the sub-continent: India, Pakistan, and their neighbors. Visit a culture steeped in Asian tradition and overlaid with the strictest of British influences.

CIRCLE READER SERVICE CARD NO. 13

### ITALY

For the art lover, the music lover, or the lover of life, Italy is the perfect destination. From Sicily to Rome to Florence, the country offers the variety of the Mediterranean and the Alps in one trip.

CIRCLE READER SERVICE CARD NO. 14

### MEXICO

Always a favorite of travel groups, Mexico offers beautiful scenery and an excitingly different culture — all in a next-door neighbor. See the remains of previous civilizations, the traditional mountain country life, and the cosmopolitan diversity of Mexico City and the coastal resorts.

CIRCLE READER SERVICE CARD NO. 15

### MIDDLE EAST

Visit the Holy Lands; see the Arab world. Explore the cradle of ancient civilizations and a focus of world affairs in an exciting tour offering. Check into the various travel options available to the area.

CIRCLE READER SERVICE CARD NO. 16

### THE ORIENT

Even the well-traveled will find exciting new experiences in the Far East. Experience charming Japan and its hybrid of eastern and western influences. See bustling Hong Kong and Bangkok. Even visit Korea.

CIRCLE READER SERVICE CARD NO. 17

### SCANDINAVIA

Visit beautiful, clean, hospitable Scandinavia, where the living standard rivals our own, where nearly everyone speaks English, and where some of the most beautiful scenery in Europe awaits exploration by land or sea.

CIRCLE READER SERVICE CARD NO. 18

### SOUTH AMERICA

From steaming jungles, to spectacular sea vistas to freezing southern cliffs, South America remains a neighbor that is unfamiliar to most Americans. Even tourists who have seen Mexico and Central America will find new and exciting sights in the southern half of the American continent.

CIRCLE READER SERVICE CARD NO. 19

### THE SOUTH PACIFIC

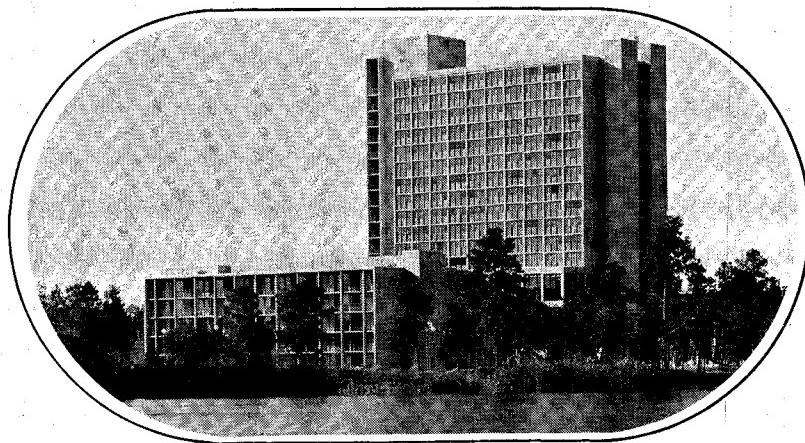
Catch a glimpse of Australia, America's pioneering counterpart down under. Visit her neighbor, New Zealand, land of multiple cultures and dramatic fjords. Follow Gauguin's footsteps in the sands of Tahiti and explore the other warm islands of the South Pacific.

CIRCLE READER SERVICE CARD NO. 20

### USSR

Make a once-in-a-lifetime tour for your employee group. The fascination of years of inaccessibility make Americans eager for the chance to see Russia and the other states of the Soviet Union. Find out about the travel possibilities.

CIRCLE READER SERVICE CARD NO. 21



During your stay in the Walt Disney World area and the beautiful DUTCH INN, many wonderful attractions and activities will beckon you. The Magic Kingdom is only a ten-minute ride via shuttle bus over a restricted road from our front door. Sea World is a short five-minute ride; and Cypress Gardens and Kennedy Space Center are only a little over an hour away. Golf, fishing, horseback riding, swimming, tennis and more are nearby. It's all right here . . . waiting for YOU to enjoy in May, 1977.

Warmest regards,

Saundra K. Cruz  
Group Sales Manager  
DUTCH INN

**Dutch Inn®**  
LAKE BUENA VISTA, FLORIDA

IN THE HOST COMMUNITY TO

**Walt Disney World**

CIRCLE READER SERVICE CARD NO. 65

# Domestic Travel

## ALASKA

Far from being a frozen wasteland, America's forty-ninth state is a lovely, open land of lakes, forests and mountains, with a fjord-laced southern sea coast. This might prove to be a winning change for your summer travel schedule.

CIRCLE READER SERVICE CARD NO. 22

## CALIFORNIA

With the variety of an entire country itself, California is Disneyland, Sea World, and a host of other family entertainment spots. It offers dramatic desert, towering mountains, forests and some of the most famous sea coast in the country. Something for everyone.

CIRCLE READER SERVICE CARD NO. 23

## COLONIAL AMERICA

Perfect for family travel, the original thirteen colonies offer the charm of New England and the grace of tidewater Virginia. Trek the Boston

streets past historical buildings. See colonial Williamsburg and visit Philadelphia's Independence Hall. Try a New England clambake or explore Georgian plantations. American historical tours are endless possibilities.

CIRCLE READER SERVICE CARD NO. 24

## FLORIDA

Sea World and Disney World; the Everglades and the sandy beaches; deep sea fishing in the Atlantic and seafood dining on the Gulf. All this and more are part of Florida, one of America's favorite vacationlands for generations.

CIRCLE READER SERVICE CARD NO. 25

## HAWAII

Still a paradise within the Union, Hawaii is the perfect escape destination for mainland travelers. Your employees will bring back rolls of pictures and countless stories of the islands. Many tour options available.

CIRCLE READER SERVICE CARD NO. 26

## LAS VEGAS

Take a chance — Las Vegas mini-vacations are sure winners with employee groups, year after year. It's a timeless oasis where fun is the business at hand and the wheels of fortune spin around the clock.

CIRCLE READER SERVICE CARD NO. 27

## MID-AMERICA

Follow the Lincoln Heritage Trail, canoe over a crystal clear Minnesota stream or hike the wilderness trails along Lake Superior. Visit America's "second city", Chicago.

CIRCLE READER SERVICE CARD NO. 28

**continued  
on following page**



Places? Mexico has more of them than ever to welcome you and your colleagues or members. The established destinations — Mexico City, Guadalajara, Acapulco — virtually all have added new hotels and hotel space. Many have convention and meeting facilities. Great convention halls are available, not only in Mexico City, Acapulco, Mazatlan, Monterrey and Guadalajara, but in brand new resorts like Cancun and those under construction like Ixtapa/Zihuatanejo. And with so many places to choose from you can have the widest choice of programs to make any meeting, convention or incentive travel arrangement sure to please.

Planning? Your planners will get a big assist if they consult one of the U.S. or Canadian offices of the Mexican National Tourist Council. They're staffed with more than 50 informed, experienced, helpful people. They'll give you lots of free data: maps, brochures, photos, posters. After all, they want you to have your best meeting ever in Mexico and they'll meet you more than halfway to help achieve your plans.

For detailed information, write or call Director, Mexican National Tourist Council, at the office nearest you.

**You'll find  
everything going  
for you when  
you meet in...**

**MEXICO**

Offices in: New York, Houston, Los Angeles, Vancouver, Montreal, Chicago

CIRCLE READER SERVICE CARD NO. 66

## Travel Information Service continued

### NEW YORK

Plays, restaurants, shops, cultural sites, and the United Nations are just a few of the city's attractions. The Empire State beyond the City has much else to offer, too. There is Niagara Falls, the Catskills, West Point, and an entire region of vineyards and wineries.

CIRCLE READER SERVICE CARD NO. 29

### PACIFIC NORTHWEST

Walk through Oregon's rain forest and run along her lonely sea coast. Visit the hilltop city of Seattle and see majestic Mt. Rainier. A quick side trip can take visitors north into Canada as well.

CIRCLE READER SERVICE CARD NO. 30

### ROCKY MOUNTAINS

A vacationer's favorite, year-round, the Rocky Mountains have some of the best skiing conditions in North America. They also offer dude ranches, river rafting, hiking, camping, and spectacular photographic panoramas.

CIRCLE READER SERVICE CARD NO. 31

### SOUTHERN HOSPITALITY

Experience the grace and warmth for which the region is famous. Explore the new South in Atlanta. Enjoy the blend of French and southern cultures in music-filled New Orleans and take in the fun and abandon of Mardi Gras. Imagine a bygone era in historic Savannah.

CIRCLE READER SERVICE CARD NO. 32

### THE SOUTHWEST

The incomparable Grand Canyon, the skiing in the Arizona mountains and the stark beauty of the desert are all part of the southwest. Vacationers can visit Old Tucson and modern Phoenix.

CIRCLE READER SERVICE CARD NO. 33

### WASHINGTON, D.C.

The nation's capital is a must for every American family. The White House, the halls of Congress, the various historical memorials, and more make up the excitement of a Washington visit. Nearby are more historical sites, including Mount Vernon and Arlington National Cemetery.

CIRCLE READER SERVICE CARD NO. 34

## SPECIAL INTEREST TOURS

### CRUISES

A relaxing and fun vacation for employees and their families, cruises range the seas. Island-hop in the Caribbean or float over the blue Mediterranean. You might want to try one of the fastest growing cruise routes: along the Alaskan coast.

CIRCLE READER SERVICE CARD NO. 35

### FISHING TOURS

Fish the clear lakes of the north country or try your hand at deep sea fishing off the Florida keys. A fishing trip can be fun for the entire family — including those who have never fished before.

CIRCLE READER SERVICE CARD NO. 36

### GOLF TRIPS

See Scotland, and golf her native greens. Try the courses of Bermuda or the other Caribbean islands. For the real golf enthusiasts in your group, this might be the perfect way to see new places.

CIRCLE READER SERVICE CARD NO. 37

### HUNTING TOURS

From midwestern grouse to western deer, hunting offers opportunities for trips throughout the U.S. For the truly adventurous, check into African safaris.

CIRCLE READER SERVICE CARD NO. 38

### SKI TOURS

Nearly every company has a ski club in this age of mounting ski enthusiasm. Domestic and foreign ski centers await American skiers. Don't forget cross-country skiing, the newest outdoor recreation craze.

CIRCLE READER SERVICE CARD NO. 40

### PHOTO TOURS

Again, safaris can be organized for photographers who want to capture live lions on film. In the US, too, the beautiful and unusual invite camera buffs to enjoy group travel.

CIRCLE READER SERVICE CARD NO. 39

### RIVER RAFTING

For the sheer thrill of it, few activities can beat white water river rafting. Whether whoosering through the rapids or floating through a dramatic western canyon, rafters see grand scenery as well. Camping and horseback excursions may also be included.

CIRCLE READER SERVICE CARD NO. 41

### MOTOR COACH TRAVEL

Investigate the benefits of using motor coach services for your travel. A number of tour packages for a variety of groups are available.

CIRCLE READER SERVICE CARD NO. 42

### RAILROAD TRAVEL

America still moves over the rails in many parts of the country. Whether for basic transportation, travel and accommodations, or scenic routes, the railroad way is an option you should investigate.

RM

CIRCLE READER SERVICE CARD NO. 43



# **C**OMPANIES THAT W<sup>E</sup>RK AND PLAY TOGETHER STAY TOGETHER

Plan something special for your employees and their families this Halloween. Movies like **King Kong**, **2001: A Space Odyssey**, **The Thing**, and **Mel Brook's Young Frankenstein**, make great lunch-time, after work, or special family-event entertainment. Maybe you'd prefer an action film like **Butch Cassidy and the Sundance Kid**, or **Chinatown**. Or how about good family entertainment like **The Wizard of Oz**, **Dr. Dolittle**, or one of the fabulous Walt Disney films?

Films Incorporated, is making available over 4,000 great 16mm films for you to choose from, and we're doing it for less! Up to 30% less with the discount for NIRA members who order 12 or more films at one time. No matter what your budget problems are, we can help you plan a very special recreational program. Why not start with Halloween? Call the local Films Incorporated office in your area. Circle the Reader Service Card and we'll send you our 1977 Entertainment Catalog and the Walt Disney Catalog.

## **FILMS INCORPORATED**

New York, New York 10016  
440 Park Avenue South  
(212)889-7910  
Dorothy Drago

Hollywood, California 90028  
5625 Hollywood Blvd.  
(213)466-5481  
Walter Calmette

Atlanta, Georgia 30341  
5589 New Peachtree Road  
(404)451 7431  
Howard Hopwood

Wilmette (Chicago), Illinois 60091  
733 Greenbay Road  
(312)256-6600  
Lee Nidetz

**CIRCLE READER SERVICE CARD NO. 67**

By now, many of the activities that NIRA offered to its members this past spring and summer are drawing to a close. Plans are being made now for our fall and winter programs. The comments that both **Pat Stinson** and I have received about Tournaments and Services programs this year will be reflected in next year's program content. Adding an ingredient of enthusiasm to this should result, we feel, in a blockbuster program for 1976-77. We hope that each NIRA member shares our enthusiasm and will seek to involve his/her company in new program experiences in the coming year.

Below is a review of current programs:

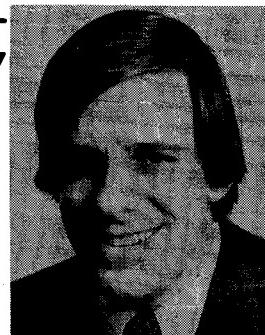
### Golf Tournaments

Regions 3, 4, and 5 have completed their tournament play. The Region 4 tournament was held August 14 and 15, 1976 at the Mid-Pines golf Course, Southern Pines, North Carolina. **Miles Carter**, McLean Trucking Company, did a fine job once again in organizing and administering the Tournament. Tournament play for Regions 3 and 5 was held August 28 and 29, 1976 at Purdue Uni-

## Tournament News

### Spring/summer programs close — Gear up for 76-77

by **Stephen D. Waltz, CIRA**  
**Cummins Engine Company**  
**NIRA Vice President**  
**Tournaments & Services**



versity, West Lafayette, Indiana. **Sue Siwicki**, Banker's Life and Casualty, was responsible for this Tournament and did an excellent job. Remaining Tournaments and their dates are as follows:

Region	Date	Golf Course/ City
1, 2, 8	Oct. 9-10, 1976	Edgewood Golf Course North Canton, Ohio
6, 7	Nov. 6-7, 1976	Rancho Golf Course Carmel, California

Tournament Coordinator
<b>Glen Westover</b> Babcock & Wilcox
<b>Bill Bruce</b> Motorola, Inc.

entry deadline is December 1, 1976.

### Trap Shoot

The NIRA Trap Shoot was held Sunday, September 12, 1976, at the Middletown, Ohio Sportsmen's Club. Special thanks to **Bob Bauer**, his staff, and the Armco Steel Corporation's Gun Club for their help and support of this event. Results of the Shoot will be printed in *Recreation Management* in the near future.

### Other Program Dates

As indicated above, Pat and I have been finalizing plans for the 1976-1977 Tournaments and Services programs. Remaining programs and dates that are tentatively scheduled include:

Program	Date
NIRA Bridge Tournament	November 1 through December 15
NRA/NIRA Rifle/Pistol Tournament	November 1 through April 1
NIRA Photo Contest	January 1 through April 1
NIRA Bowling Tournament	February 1 through February 28

Be sure to look for entry information on these tournaments in future issues of RM.

member organizations would want to hear about, please call Steve, (812) 379-5849, or Pat, (312) 346-7575, to report your event.

### Program Thought

*Quantity participation is impressive. Quality programming is necessary. The two together? What could be better?*

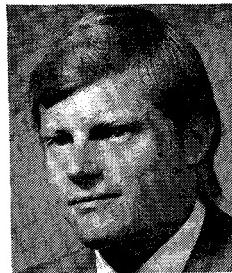
### "Hats Off" Department

**Jack Taylor**, New Jersey Bell Telephone, reports that his Men's Statewide Bowling Tournament last April drew 343 teams for a total of 1,715 active and retired employees. "Hats Off" to Jack. Editor's Note: If your department has a program that you think other NIRA

## Constructive Comments

### Wooden play structures climbing in popularity

by Anthony W. Kotz  
Kotz & Schneider  
Land and Recreation  
Planning & Design  
Syracuse, N.Y.



If you have a children's play area you want to upgrade and you are wondering about wooden play structures, this may help.

Over the past decade, there has been a definite trend toward wooden play structures. They have a warmth of color and a natural appeal. When properly designed, they can be safe and durable, with unlimited opportunities for creative play.

Several manufacturers offer prefabricated units which can be installed almost anywhere. We often prefer to custom design structures for a specific use. Consideration is given to the age and stage of development of the children, the variety of creative and imaginative activities needed for sustained interest, and safety.

Photograph A shows a simple unit built over a dozen years ago. It has weathered well, despite minimum maintenance and the heavy use it receives in a city playground.

Photograph B shows a few of the possibilities available when using a combination of pre-fabricated and custom designed elements. By combining these, you can create a unique structure with a variety of interior spaces and exterior climbing surfaces. Slides, ladders, beams, and tire swings can be incorporated into the design for variety.

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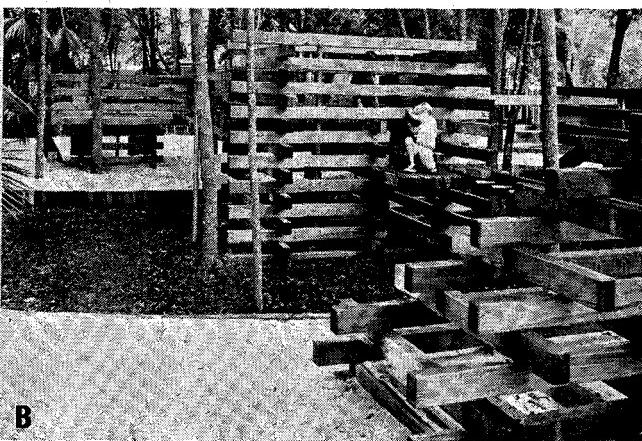
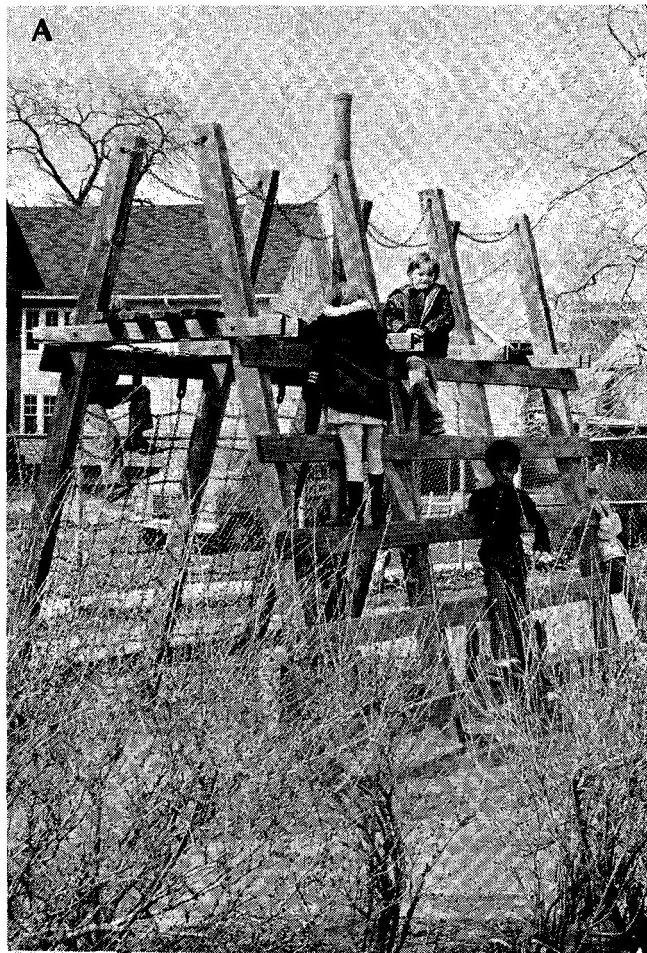


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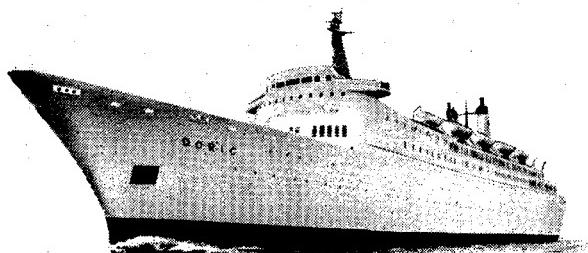
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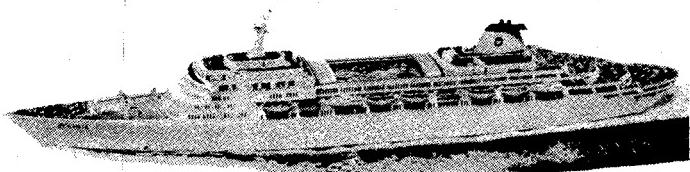
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**Roy L. McClure**, CIRA is NIRA's President for 1976-77. He is manager of the Georgia Lockheed Employees' Recreation Club (GLERC) in Marietta, Georgia. McClure was voted President-Elect in 1975 and took his present office at the May, 1976 Conference and Exhibit.

Active for many years in NIRA, McClure has served for several years on the Association's Board of Directors. Like many recreation professionals, McClure slipped into recreation administration as a volunteer. He joined Lockheed-Georgia in 1951. While working in the production control and quality control departments, he became active in most of the organized sports and hobby areas at the company. Later, his volunteer expertise was incorporated into a fulltime position. His present program includes nearly 75 diversified activities and a wide array of company-owned facilities, including a 27-acre lakeside recreation park.



**Fritz J. Merrell**, CIRA, Employee Activities Supervisor for Olin Corporation in Pisgah Forest, North Carolina, is NIRA's 1976-77 President-Elect. He will succeed Roy McClure as Association President at the 36th Annual Conference and Exhibit next May.

Merrell, like McClure, moved into recreation administration from other fields. Although he began his career at Olin in 1940, it was not until 1947 that he became Assistant Athletic Director. From then until

the present, he has been involved professionally in recreation and employee services for his company. Merrell has also been a mainstay of NIRA for many years. His most recent position, prior to election as President-Elect, was in the newly-created post of Association Secretary. The highlight of Merrell's work for Olin came in 1970 when his program won the NIRA Helms Award for excellence in programming.



**Richard M. Brown**, Vice President of Finance, is General Manager of Texins Association for Texas Instruments, Inc. Although a relatively new member of NIRA, Brown has already exercised leadership as a member of the Board of Directors. Immediately before assuming his new office, he served as NIRA's Treasurer.

A ceramic engineer by training and experience, Brown traded his volunteer status in Texins for its top professional spot in May, 1973. He now oversees the exemplary recreation programs and facilities at the corporation's Dallas site and at some dozen other TI plants in the US and abroad. In addition to his membership in NIRA and several engineering associations, Brown is active in community work, most notably with Junior Achievement and the Junior Chamber of Commerce.

FM

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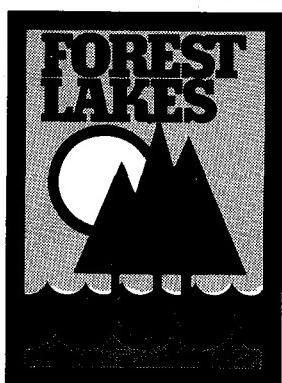
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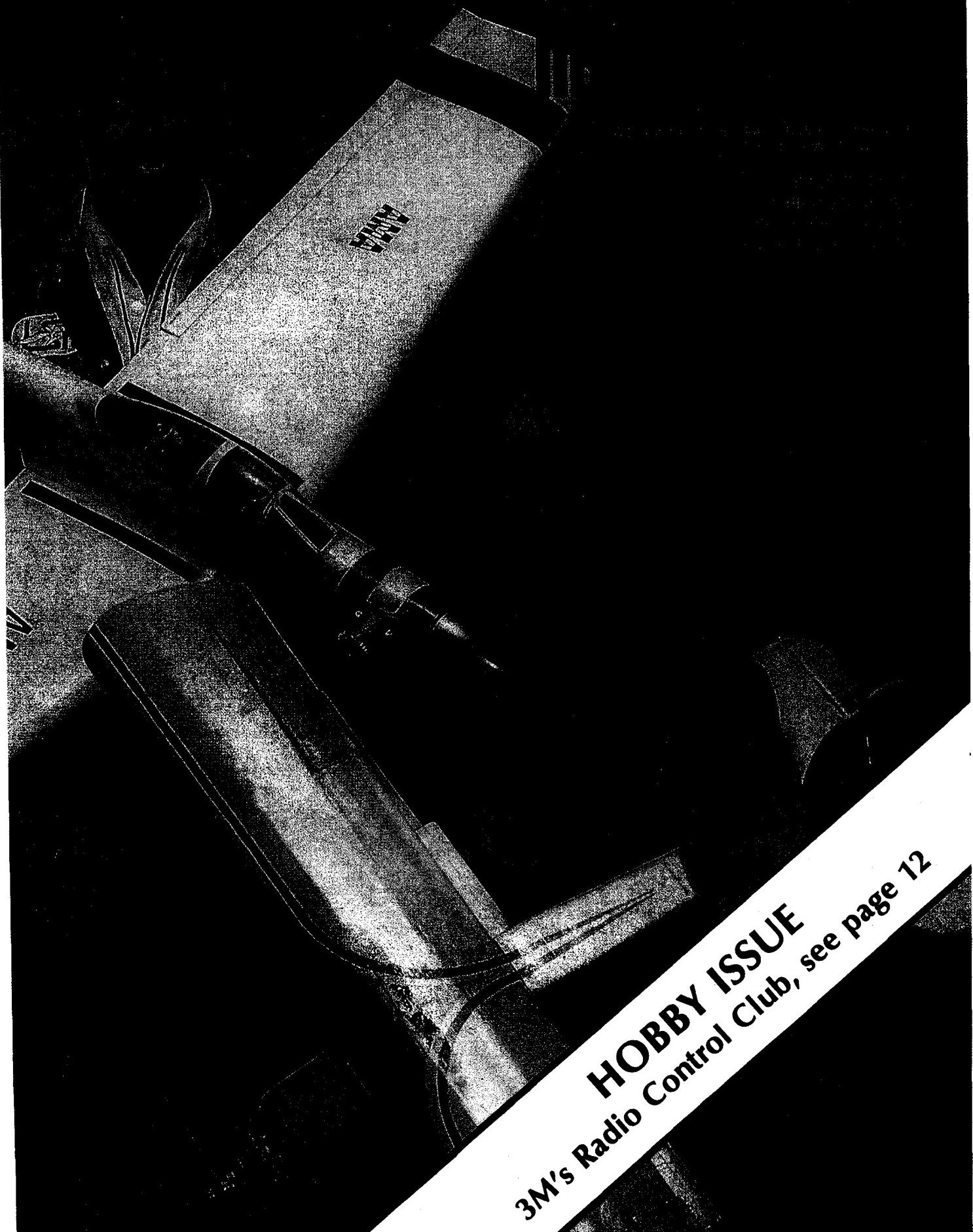
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**HOBBY ISSUE**  
3M's Radio Control Club, see page 12

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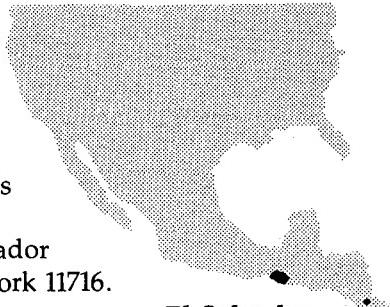
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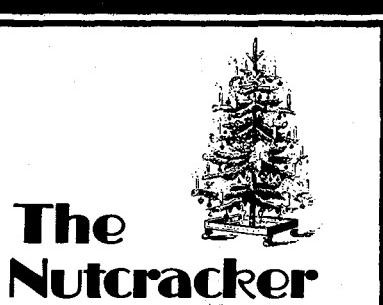
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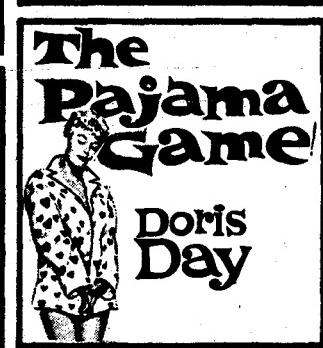
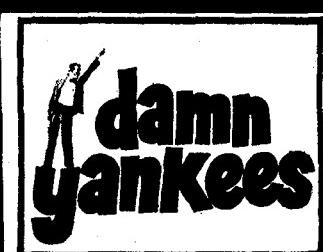
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# recreation management

Volume 19, Number 8

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## about the cover



Hobby Issue  
3M's Radio Control Club, see page 12

National Hobby Month in October reminds us of the multitude of hobbies supported by industrial recreation associations. This issue of RM highlights the Radio Control Club at 3M Company, St. Paul, Minnesota. Winner of a 1976 NIRCA Certificate of Excellence, this Club offers a lifetime of recreation and education to model airplane pilots. Pictured on our cover are (left) Charles W. McCracken, Marketing Director of 3M's Industrial Tape Division and novice pilot Mike Rada, son of Donald Rada, 3M's Marketing Manager of Background Music.

next month: Facilities issue

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about our members . . .

# nira news

## Hobby Industry show moves to Houston

For the first time in the 37-year history of the NIRA-member Hobby Industry of America (HIA), its annual Convention and Trade Show will be held outside of Chicago. The Convention, scheduled for January 27-30, and the Trade Show, slated for January 30-February 2, 1977, will be held in Houston's Albert Thomas Convention Center.

"One reason for the change of show site," explained Walter Cadell, Executive Director of the Hobby Industry of America, show sponsor, "is to attract a new group of the trade and to expose the products of the industry to retailers and wholesalers who were not able to attend the Chicago shows. Of course, we hope to see company recreation directors from that area as well."

"We expect well over 7,000 decision-makers to shop the show," he added. "They will attend the craft workshop sessions and meetings and seminars sponsored by the various divisions of the HIA."

**NIRA Newsnotes . . .** Congratulations to the "Brakettes" of **Raybestos**, who recently won their thirteenth Women's National title in Amateur Softball Association competition. The fast pitch team took the title when it defeated the Plain Americans of Washington before a crowd of 6,500 fans at Memorial Field in Stratford, Connecticut . . . **Bob Mohr**, President of **Fischer & Porter Company's** Athletic and Recreation Association, reported recently that his association has a new name: "The Employees' Recreational Activities Association of Fischer & Porter Company". The address remains the same . . . The **Women's International Bowling Congress (WIBC)**, a NIRA member, has reported record high member-

ship for 1975-76. The WIBC figures totaled 3,870,947 on July 31, 1976 — up from the previous year's record high of 3,692,694. . . . **Japan Airlines**, a NIRA Associate, has added the Toronto Prince Hotel to its Hotel System. The 22-story, 406-room Toronto Prince is located near both airport and downtown areas of Toronto . . . another Associate, **American Express**, has announced two new winter OTC packages: to Cancun and to Guadeloupe. The Cancun tours begin November 20 and the Guadeloupe trips start December 4. Each leaves from New York, Boston and Philadelphia and lasts for seven nights. Group tour planners should contact George Bradley, Director — Group and Incentive Sales, at (212) 480-2270.

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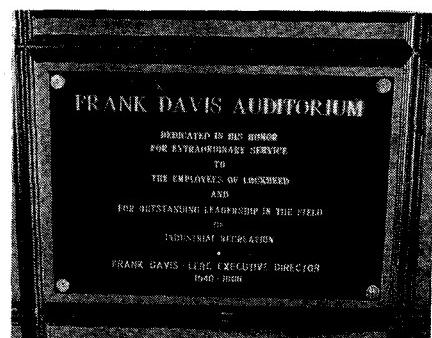
CIRCLE READER SERVICE CARD NO. 8

## Lockheed's Frank Davis honored by employee club

The auditorium at the Burbank Lockheed Employees' Recreation Club (LERC) park complex has been named in honor of past Executive Director **Frank Davis, CIRA**. A commemorative plaque was presented to Davis' wife, Lita. She and the couple's children accepted the honor for Davis, who is recovering from a recent heart attack. The plaque and a portrait photo will be displayed permanently in the auditorium.

Davis began work for the LERC as Assistant Athletic Director in 1940. He served as Athletic Director and Assistant Executive Director before being named to head the organization in 1950. Both of the present LERC facilities and Robert Gross Park were developed under Davis' guidance. The LERC organization developed into one of the nation's outstanding industrial recreation groups and has won the NIRA/Citizens Saving Award on three separate occasions.

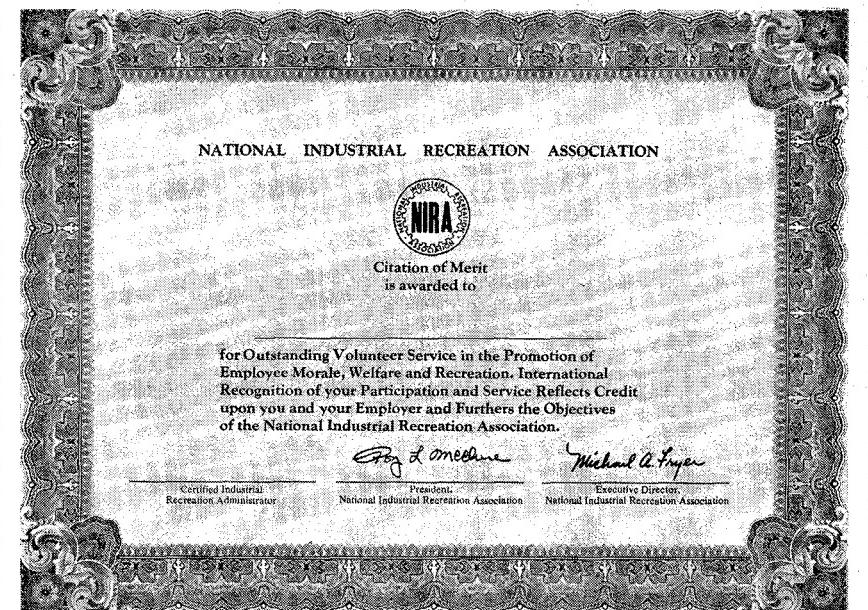
Davis served as NIRA Treasurer for thirteen years, Vice President for two terms and was our national President for 1964-65. He initiated and developed the first *Top Management Speaks* publication and distributed it to all NIRA members and affiliates at no cost to the organization.



Memorial plaque honors former Lockheed recreation chief.

continued  
on following page

## Recognition for top volunteers



NIRA's Board of Directors has authorized a new award designed to honor outstanding employee recreation volunteers. The certificate may be awarded only by Certified Industrial Recreation Administrators (CIRA's). CIRA's may obtain the certificates from the national NIRA office and present them to worthy volunteers according to their own discretion. Contact the national office (312) 346-7575, for certificates and further information.

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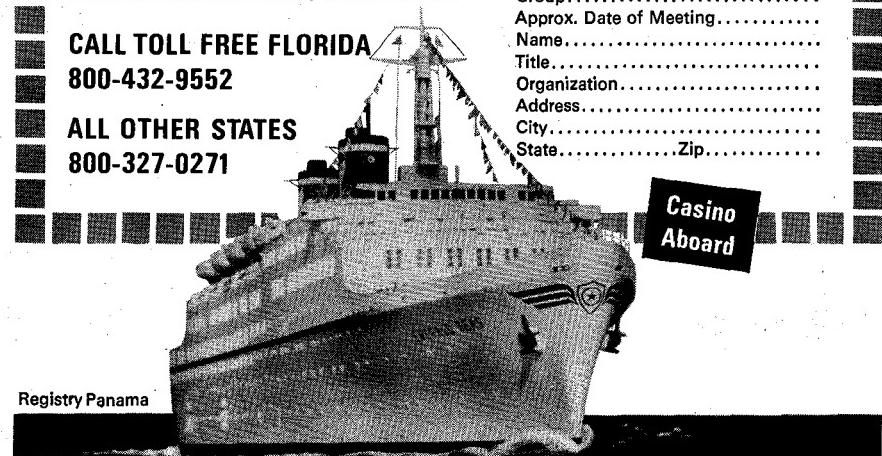
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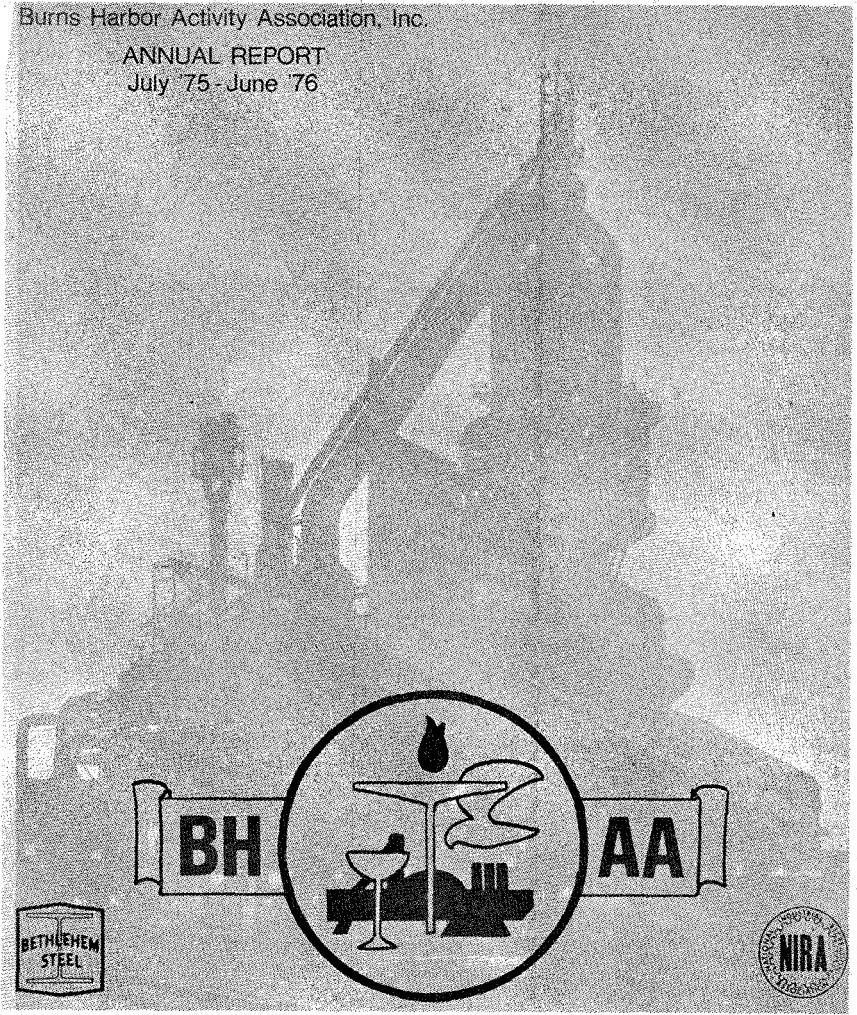
CIRCLE READER SERVICE CARD NO. 10

## NIRA News continued

### Model annual report available

Burns Harbor Activity Association, Inc.

ANNUAL REPORT  
July '75-June '76



Recreation Directors from virtually all NIRA companies will be interested in reviewing the recent Annual Report of the Burns Harbor Activity Association, Inc. (Bethlehem Steel). One of the most comprehensive books of its kind, the Burns Harbor report can be a helpful model for those preparing reports of their own. Recreation Coordinator **John Bowman** will send a copy to any recreation director who contacts him at the Burns Harbor Activity Association, Inc., P.O. Box 248, Chesterton, Ind. 46304; Phone: (219) 787-3165 or 787-2293.

### Western Region VII Conference & Exhibit September 30-October 3, 1976

~~~~~  
Check the November RM  
for story and photos

# "Dear Johns" we like to get.

EXECUTIVE DIRECTOR  
MICHAEL A. FRYER



A NON-PROFIT SERVICE ORGANIZATION / OFFICIAL PUBLICATION: RECREATION MANAGEMENT

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March 2, 1976

Mr. John Powell  
President of Loyal Travel Division  
Greyhound Association  
111 W. Clarendon  
Phoenix, Arizona

Dear John:

I would like to take this opportunity to congratulate you and all the staff of Loyal Travel for coordinating our Region 4 annual meeting, held January 1975 on board the S.S. Emerald Seas which sailed from Miami to Nassau and returned. I know every one of the hundred and fifteen people who attended this meeting were thrilled with your courteous service. The service was efficient and in many cases helped the delegates save money on their transportation cost. Your staff was superb in the performance of their travel service.

Because of this fine service and your large number of offices throughout the nation, we would like to appoint Loyal Travel as our official NIRA annual conference travel coordinator for this 1976 event which will be held in Milwaukee in May. Further, we intend to appoint you as our official conference travel coordinator for the 1977 event which will be held in Disney World in Florida, that event will be held in May 1977.

We are very proud that you are affiliated with this association because your service is so good. We hope every one of our members has an opportunity to book a travel program with Loyal Travel. I am sure they will be as pleased as we have been with the ability of your staffs throughout the nation.

Respectfully,

Michael A. Fryer  
Executive Director

MAF:jb

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# news in brief

### New Games promotes fun without competition

New Games, a nonprofit recreation organization headquartered in San Francisco, has entered its third playful year. The organization is dedicated to the promotion of fun-filled games that do not include the usual incentive of competition. Through a newsletter, "how-to" publications and an annual New Games Tournament, the group insists that people of all ages can enjoy sports together, without the traditional emphasis on victory and defeat.

The New Games Foundation claims nearly 20,000 members in the Bay Area and an additional 7,500 across the country and overseas. Its major publication to date is *The New Games Book*, a 200-page encyclopedia of sixty new games. Enlivened with over 250 photographs, the 8 1/4x9-in book sells for \$4.95 and is available from the New Games Foundation.

For those who cannot imagine games without competition, a sampling of New Games may help. "Human Spring," for example, offers a gentle twist on an old competitive game, "Stand Off." In "Stand-Off", two people stand at arm's length with their feet together. Making contact with their palms only, each tries to force the other to lose his/her balance. In "Human Spring," the starting position is the same, but the goal is opposite. In "Human Spring," the players lean toward each other until their palms meet. Then, with a springing action, they rebound to a standing position without losing their balance. The challenge is to see how far apart a

pair can stretch and still be able to spring back.

Another New Games variation is "Fraha," a game of cooperation using wooden paddles and a small hard ball. Players volley the ball across open space and try to keep it from falling to earth. Like almost all New Games, it can be fun for people of all ages.

For more information about New Games and its publications, write to the New Games Foundation, P.O. Box 7901, San Francisco, CA 94120.

### Recreational vehicles rocket in popularity

If they are like most Americans, your employees are taking to the road in recreational vehicles in record numbers. According to figures released recently by the Recreation Vehicle Industry Association (RVIA), the booming RV market continued its upward swing during the first half of 1976.

Shipments of all types of recreational vehicles, except pick-up campers, totalled 247,000 in the US and Canada during the first half of the year. This compares with 180,000 units shipped during the same period in 1975.

Motor homes led the sales jump, with an 80.1% increase over the same period last year. Camping and travel trailers also showed dramatic increases.

Doug Toms, President of the RVIA, attributed much of the increased sales to a rebound from the days of the energy crisis. He added that the state of the general economy, growing employment, and a growing interest in outdoor recreation have contributed to the boom.

As noted in the September NIRA key notes, some companies have responded to this increase in RV interest by exploring the possibilities of adding RV clubs to their recreation programs.

### NFL gives air time to promote kids' fitness

The National Football League (NFL) will air public service an-

nouncements promoting physical fitness and sports programs in the nation's schools. This fall, football fans will see a 30-second spot featuring Green Bay Packer head coach Bart Starr and a group of Green Bay youngsters. The film, produced by the President's Council on Physical Fitness and Sports (PCPFS), will emphasize the benefits of fitness programs for boys and girls. The spot will appear on several NFL telecasts this season and will be used regularly on the Green Bay Packer TV network.

The cooperative effort is designed by the Council to convince school officials, community leaders, parents and students that physical fitness is every bit as important as other subjects in the school curriculum. The Council has recently expressed dismay over budget cuts in school systems across the country which have curtailed "non-essentials" such as physical education and extra-curricular sports.

TV viewers will be urged to write to the Council for more information on children's fitness programs. Those who do will receive a new pamphlet specially prepared for the fall campaign. The pamphlet answers common questions about school fitness programs and offers a

yardstick by which to assess the programs in each viewer's area.

For more information on the campaign, contact the President's Council on Physical Fitness and Sports, Washington, D.C. 20201.

## New group helps women enjoy outdoor sports

A new organization headquartered in Washington, D.C. is dedicated to helping American women enjoy outdoor sports. Dubbed Outdoor Women, the group already boasts 160 members in 31 states.

"More women are interested in outdoor living and outdoor sports than ever before and we are aiming to help them enjoy this new-found interest," said Pat Kovar, an Outdoor Women staff member recently. "We also want to educate all women in the joys that can be found in the outdoors, whether that involves learning a particular sport or just learning how to overcome fear of the outdoors."

The new organization hopes to become a clearing house for information on outdoor living. It also plans to impress camping and sporting equipment manufacturers with the need for outdoor clothing made

especially for women. According to the group, much of the clothing presently made for outdoor living—especially for such sports as hunting and fishing—is made for men and is too cumbersome for most women.

Outdoor Women is developing clinics to demonstrate traditionally "male" outdoor sports in sporting good stores across the nation. Among the group's current membership, the most popular sport is fishing. Also high on the list are camping, hunting, snow skiing, swimming and canoeing.

For more information, write: Outdoor Women, Suite 810, 500 12th St., S.W., Washington, D.C. 20024.

## NOTE FOR RAIL TRAVELERS

. . . Employees who plan extended travel on the nation's rail system will be interested in the new low price for the USA Rail Pass. From September 8, 1976 through May 15, 1977, the Pass will cost \$165 for 14 days, down 34% from the peak-season price; \$220 for 21 days, down 32%; and \$275 for 30 days, down 31%. The Pass is good for coach seats on all Amtrak and Southern Railway trains except the Washington-New York Metroliner. Contact Amtrak or Southern for details. **FM**

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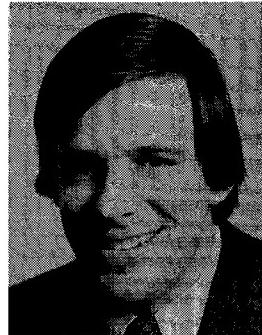
STAN DERSHOWITZ — VICE PRESIDENT

CIRCLE READER SERVICE CARD NO. 15

## Tournament News

### From the Rifle/ Pistol Tourney to a "shotgun start"

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



#### Fishing Contest

**Gene Miller**, Michigan Bell Telephone Company, reports that this year's Fishing Contest concludes on December 1, 1976. A total of 38 companies have entered Contest competition — a record total. Contest results will be published in *Recreation Management*.

#### Bridge Tournament

**Ed Hilbert** and **Maxine Kraft**, Battelle Memorial Institute, Columbus, Ohio, are coordinating the 1976 NIRA Bridge Tournament. Ed and Maxine report that entries are continuing to arrive regularly. Although it is too early to judge what the total number of entries will be, an increase over last year is sought. This year's Tournament dates are November 1, 1976 to December 15, 1976, so your organization still has time to enter. Call Ed Hilbert, (614) 299-3151, or Pat Stinson, (312) 346-7575, for Tournament information.

#### Rifle/ Pistol Tournament

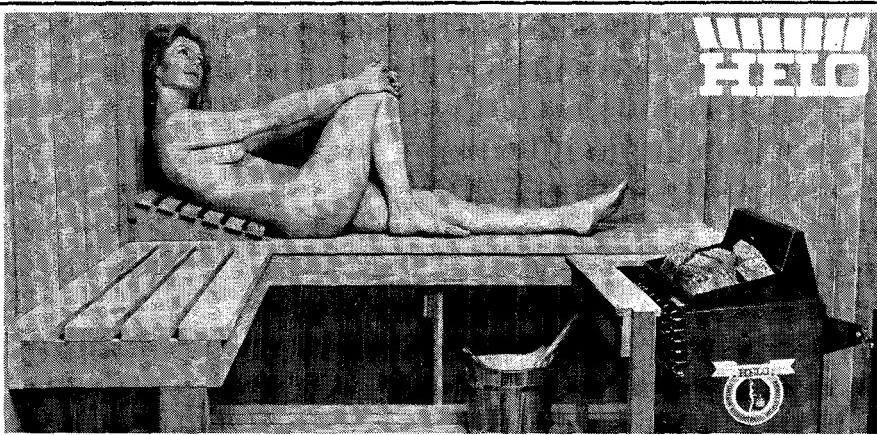
By now, each organization should have received information on this year's Rifle/Pistol Tournament. Tournament competition continues through April 1, 1977. If your group has not received this year's informational brochure, please contact Pat Stinson at NIRA Headquarters.

#### "Hats Off" Department

"Hats Off" to **Miles Carter**, McLean Trucking, and **Sue Siwicki**, Banker's Life and Casualty Company, for the excellent jobs they did on their Regional Golf Tournaments. Both Tournaments drew 108 players and the appreciation of those who participated. Watch for follow-up reports on Regional Golf Tournaments in *Recreation Management*.

#### Programming Tip

For your organization's next golf outing, consider the possibility of a "shotgun start". This will enable a large number of golfers to tee off in a short period of time. **Sue Siwicki** used this technique at the Region 3 and 5 Golf Tournament with great success. Call or write Sue for more information:



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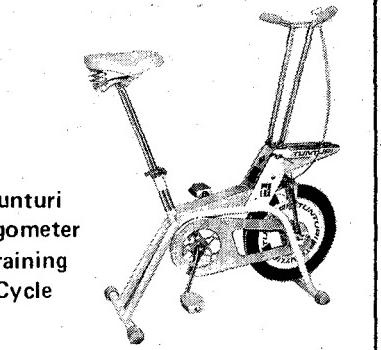
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Tournament players watch as NIRA intern Jerry Lingard (left) posts Region III and IV golf scores.

# organization profile

## 3M Radio Control Club

with Ron Eshleman

Radio Control Club President, 1976

and

John Verstraete

Radio Control Club President, 1973

**F**LYING model airplanes is kids' stuff at 3M. It is also a fascinating and rewarding hobby for employees of the St. Paul, Minnesota company. 3M's award-winning Radio Control Club takes special pride in the family participation that characterizes its growing membership. That, and the Club's remarkable spirit of concern and cooperation among members, earned it a NIRA Certificate of Excellence this year.

The Radio Control Club began, like so many successful employee recreation activities, with the initiative of individual employees. In the Twin Cities area, several 3M employees were active in model airplane and radio control clubs. A small group approached the 3M Club in June of 1972 to propose the organization of a radio control club. The Board of Directors, convinced of the interest among employees, authorized the group to proceed. The following Fall, about fifteen charter members began meeting regularly. From the very beginning, the group worked to interest potential new flyers in the hobby. They spent the cold Minnesota winter of 1972-73 in open meetings, model building and instructional gatherings for beginners. With the warming of Spring, 1973, the Club was ready with a core of seven or eight experienced radio control pilots and a dozen eager novices.

The new club was off to an excellent start that Spring when the parent 3M Club granted permission for construction of a makeshift runway. The land was part of a farm recently acquired by the 3M Club for addition to its existing Tartan Park. With the aid of the Tartan Park grounds crew, Radio Control Club members leveled the land and cemented scrap pieces of 3M Tartan Turf together to form a runway. The warm months of 1973 saw Club members flying their planes from this temporary runway during every available hour. Their enthusiasm convinced the parent Club that the Radio Control hobby had come to stay at 3M. The Board of

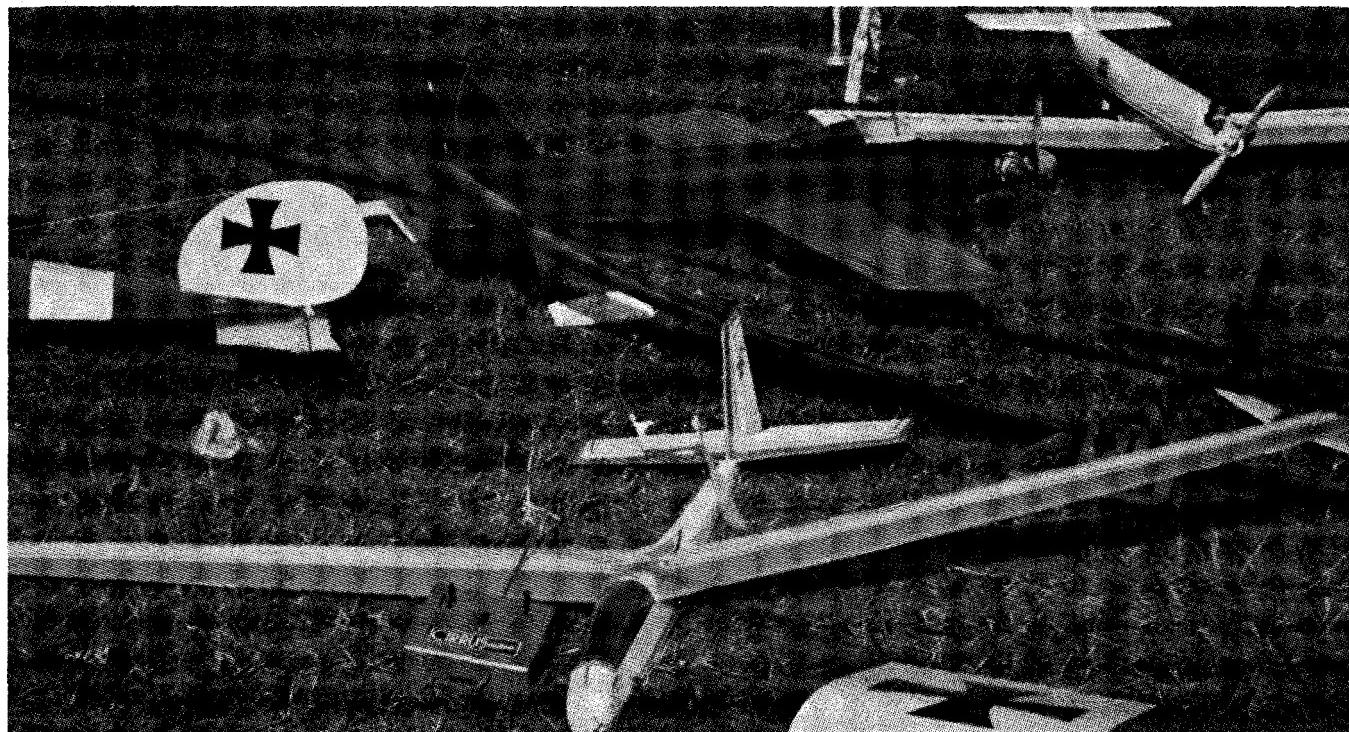
Directors advanced the fledgling club funds — half by loan and half in an outright grant — to construct a permanent, high-quality asphalt runway system on the 120-acre site. In 1975, additional asphalt runways were laid and sod borders planted on the surrounding land. Now, during warm evenings and week-ends, the Radio Control Club fills the air with brightly painted planes. An active membership of sixty-five families assures that the field is in continual use.

The originators of the 3M Radio Control Club, all experienced model pilots, resolved from the outset that their club would be different than others. Unlike most radio control groups, the 3M organization shunned competition flying. The originators formed the club to bring their love of flying to people of all ages and levels of accomplishment. The object still is the fun and fellowship of flying — pure and simple. To this end, the Club originated as a family activity. Every membership extends to an employee's immediate family. Some members insist, in fact, that their children have surpassed them at model building and flying skill.

Dropping the usual incentive of competition, 3M Radio Control Club leaders turned their energies to recruiting new members and helping them become accomplished pilots. Club members say that it can take as long to become a skilled radio control pilot as it does to learn to pilot a real airplane. For this reason, accomplished members of the Club provide months of patient help and advice to new members. A membership roster includes phone numbers, so that members may call one another at any time for help and advice.

Perhaps most impressive of these cooperative efforts is the Club's radio equipment loan program. Early in its organization, the Club purchased several sets of radio control equipment specifically to be held for loan by

continued on page 14



An array of 3M radio-controlled planes



Employee Vern Grundhofer (left) and his skilled ground crew, daughter Sharon

## Radio Control Club continued

the Club to new-comers. Because the radio flight guidance equipment is the most expensive part of their hobby, experienced flight enthusiasts knew that the loan program could help interested employees who were reluctant to make the initial outlay for equipment. Now, a new member may build his or her own plane, with the help of Club members, and then install loaned radio equipment. An experienced Club pilot will help the novice learn how to fly. Only then must the newcomer invest in his or her own guidance equipment. By then, of course, the new pilot is usually hooked on the thrill of flight and may even have a son or daughter involved as well.

Because of its growing popularity, the 3M Radio Control Club finds it easy to attract new members. Company bulletin boards and other promotional media encourage workers at all levels of the company to explore the fun of model flying. Those who exhibit a serious interest are provided with all the encouragement and assistance they need to become active participants in the Club. Already, several of the original novices have become instructors.

Club leadership, in both elected officials and appointed rotating committees, is taken from among the membership, regardless of individual company status. A liaison from the parent 3M Club also participates in official meetings. Club by-laws prohibit officers from succeeding themselves, assuring broad participation in decisions.

Radio Control Club members are critically aware that the fun of their hobby is possible only under the strictest conformity to safety rules. Model planes can travel at speeds in excess of 100 miles per hour and can be lethal missiles. It is to the Club's credit that no one has been injured in its activities. The Club is careful to impress all members and guests with the importance of proper flying and observing practices. Special care is taken, for example, to post all radio control frequencies in use, so that pilots do not inadvertently interfere with one another's radio control signals and send a plane hurtling out of control. Pilots are restricted to specially determined areas at all times. Visitors are always welcome at the Radio Control airstrip, but Club members take personal responsibility for impressing safety restrictions on them. Because the Club encourages family participation, safety rules are designed with the assumption that children of all ages will participate in flying events — either as observers or, as in the case of older children, as pilots.

This care for visitors and the infectious enthusiasm of Radio Control pilots, as well as the excitement of seeing the beautiful planes in flight make the Club's air shows popular with employees and the entire Twin Cities community. Air shows are one of the rare occasions when Club members indulge in competitive flying. They help bring in new members and new revenue for the Club. Because of their success, the Club has been

able to meet its financial obligations and help its members with loan equipment and low cost fuel, while maintaining unusually low membership dues. 3M Radio Control Club family memberships cost only \$5 annually, compared with a Twin Cities individual membership average cost of \$20.

In the four short years since its inception, the 3M Radio Control Club has become not only an inspiration to other Clubs at 3M, but also a significant public relations plus for the company. It has been publicized in local newspapers as the finest club of its kind in the area and lauded as an example of 3M's concern for its employees' welfare. The Club's extensive safety rules are used as models by other radio pilot clubs in the Twin Cities. Club members have been asked to lecture in local schools and give demonstrations for educational and civic groups. With a spirit of cooperation among themselves and a desire to share flying with new members, 3M's Radio Control pilots represent the best of industrial hobbyists.

RM

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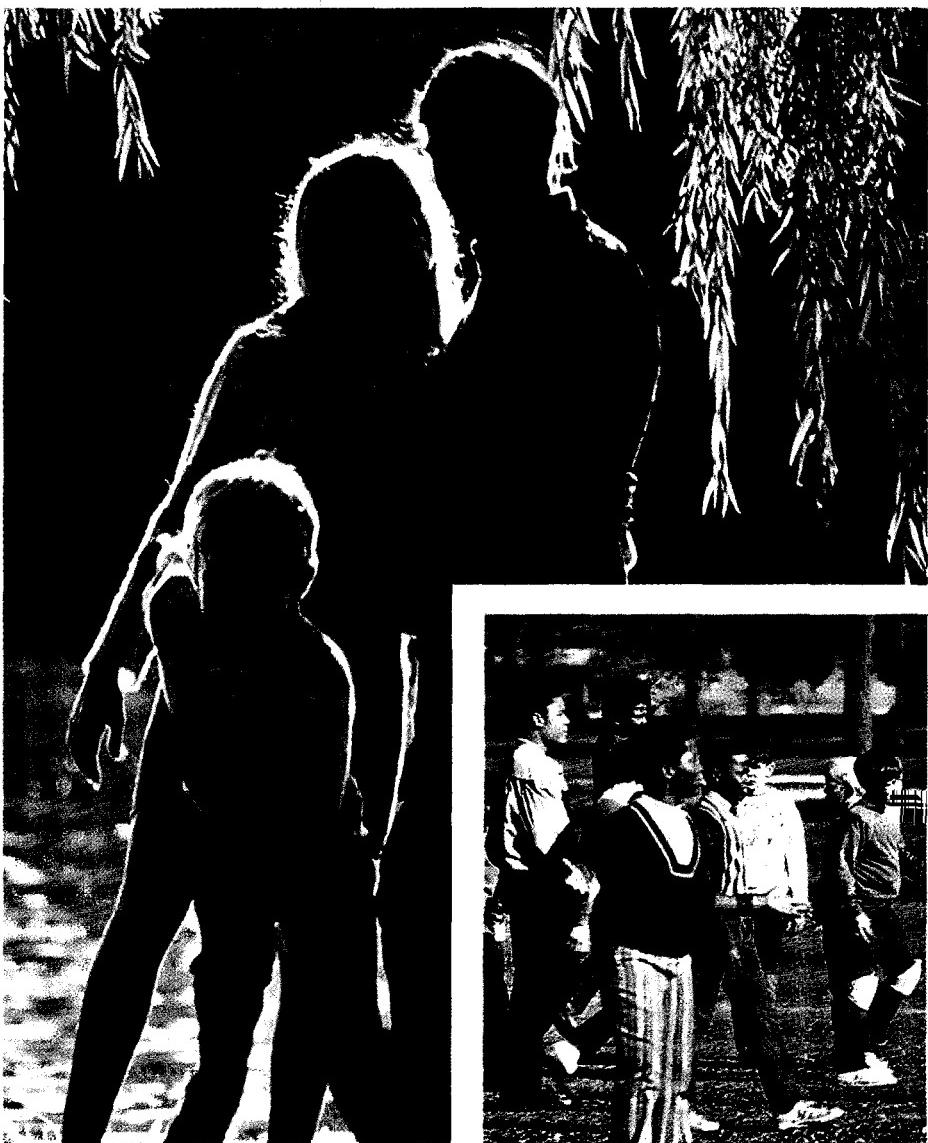
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Dr. Thomas A. Tutko, Educator, Author, Psychologist

## The role of sports

As ancient man marked the passing of time by the movement of the stars and planets, modern man marks the changing seasons in terms of sports. Even the casual observer takes note of the first baseball of the new season, thrown out by the President; and of the first collegiate and professional kick-offs in the fall. Youngsters seem to almost instinctively know when it's time to put away the football gear and start shooting baskets; and when, without consulting the calendar, to limber up the fielder's mit.

But, pervasive as sports are in our society, we frequently lose sight of the roles they play in our lives. From our earliest childhood games to the activities which enrich our lengthening retirement years, the benefits we derive from active participation in sporting activities help to keep both our bodies and our minds healthy and vigorous.

## The proving grounds

Competition on the playing field or court provides a training and proving ground for the attitudes we develop about ourselves, our teammates and our competitors; as well as about our employers, our peers and our employees. Competition should teach us to accept both success and failure gracefully, and to keep on striving toward all that we are truly capable of achieving.

It is not merely coincidence that achievers on the playing field frequently develop into leaders in government, business and industry.

## Sports for everyone

Not everyone can be a star performer in athletics, but sporting activities offer benefits to every participant, regardless of his or her level of skill and native ability. For every age level, and for each level of physical conditioning, there is an activity which can provide a worth-

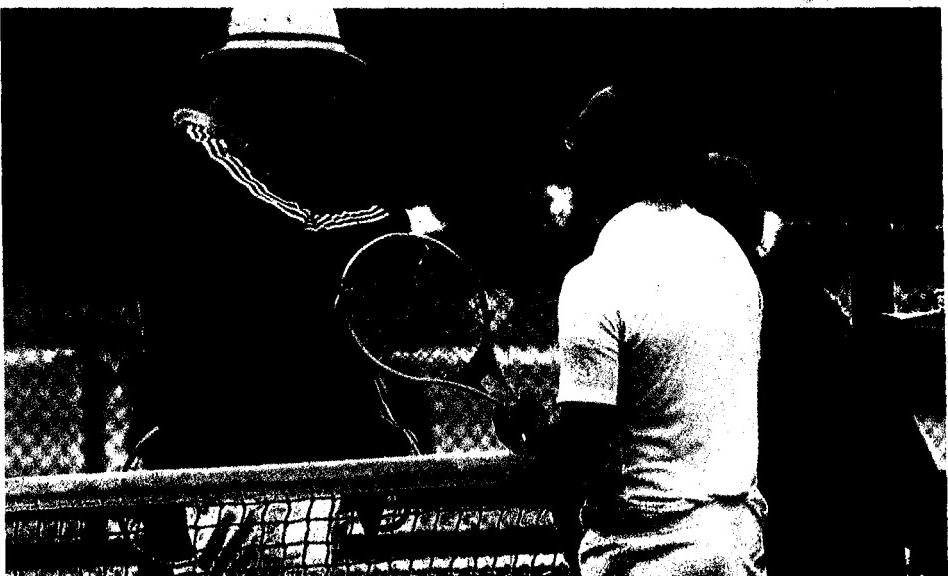
while challenge to the participant; and which can improve physical, mental and emotional health.

It is to this concept that this booklet is dedicated. For wherever people live, work, play or study, their enjoyment of leisure time activities can be enhanced and enriched by properly structured and properly instructed sports programs.

## Help for you

Our purpose at The Athletic Institute, is to help professionals and volunteers in the fields of recreation and athletic training by providing information about successful programs and instructional techniques, so that you can better serve a broader segment of your student body, your community or your business. By supplementing your teaching skills with our resources, we can help more people to lead more satisfying and fulfilling lives.

# Productivity through participation



## Why industrial recreation?

Industrial recreation has existed in many forms for many years. Only recently have management consultants, psychologists and even corporate controllers begun to explore the reasons for industrial recreation programs, and to analyze the bottom line benefits of such programs.

The results most often come out favorable. The United States Navy found that productivity and morale suffered at bases where recreation programs were curtailed. The list of companies who offer comprehensive industrial recreation programs for their employees reads like a list of the Fortune 500. They must be doing something right.

The simple facts are: Industrial recreation programs contribute to the good management of a company. They encourage a spirit among people which generates loyalty and reduces turnover. They engender a sense of identity with a company which translates into attitudes

which improve on the job performance; and in some cases, even improve job productivity by developing useful skills. Industrial engineers have found that many of the skills which are developed in sporting activities actually improve the productivity of workers who use similar body motions in the performance of their daily work.

## A proud history . . .

Employers who develop industrial recreation programs are in good company with their contemporaries, as is exhibited by the large and successful companies which offer these programs. But there is a bit of history involved as well. The Chicago Bears professional football team is the direct descendent of a group of starch mill workers who were given time off (with pay) to play football.

## . . . and a changing scene

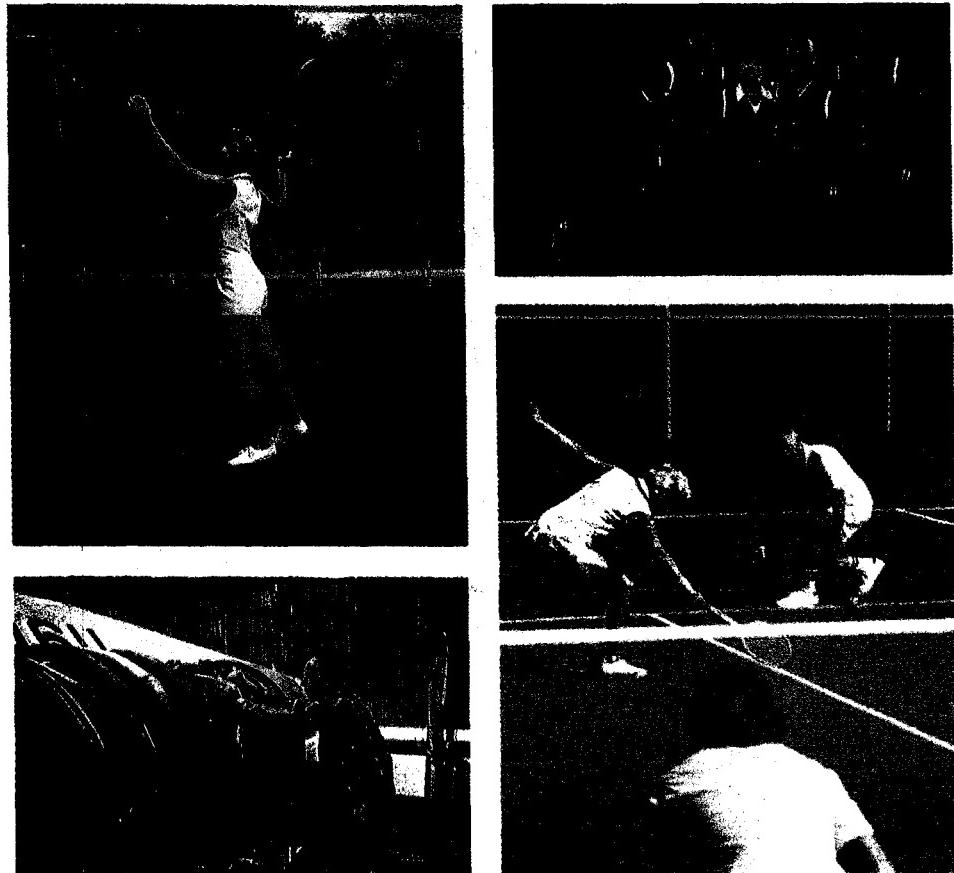
But industrial recreation has changed. There is less emphasis today on competition between companies; and more emphasis on involvement by all em-

ployees, no matter what their level of skill, ability, training or fitness. Instead of a handful of highly trained athletes carrying their employers banner before an indifferent and small group of spectators, the emphasis is on participation. Participation by a large number of employees, and their families.

**Is it costly?**  
In the eyes of large companies, the benefits apparently outweigh the costs. Programs developed by the big names in American industry frequently include private parks, lakes, golf courses and camping reserves. But smaller companies too, find it practical and profitable to install tennis courts, putting greens, gymnasiums and even swimming pools.

Even if these are beyond your scope, cooperation with your local park district or a YMCA organization can provide the basis for a recreation program in the smallest of companies. Examine the benefits, and get started as soon as you can.

# Scheduling the right activities



The right activities are the ones which will gain participation by the greatest number of people in your company. Learning what these are is almost as simple as asking them.

One of the benefits not previously mentioned for industrial recreation programs is their ability to uncover leadership talents which may have been previously hidden on the dock or in the shop. When these emerge, your program will likely become self managing and self sustaining; and come under the control and management of highly dedicated and highly motivated people.

But in the interim, you have the problem of starting a program which will build the enthusiasm and dedication which can ultimately make the program work by itself.

## Several approaches

Your initial efforts may depend upon the size and character of your company. Sometimes, geographical location will also provide insight into the interests and avocations of your employees.

In most companies, it proves beneficial to establish an employee recreation committee, with members drawn from the ranks of people who you know to be active in recreational activities. Is there an impromptu bowling league which periodically asks for help in buying shirts

or equipment? Is there one person who usually takes the initiative in an annual golf outing? Draw upon the talents and interests of these kinds of people. You will most often find them to be willing and highly motivated volunteers in helping to establish a broad based employee recreation program. In fact, they'll probably be flattered that you would ask their advice.

Of course, if you are responsible for starting a recreational program for a larger company, you may have the budget to hire a full time recreational director. This is a rare situation; but smaller companies may also gain the same level of competence and experience by working with a local park district or YMCA athletic director. No matter how it is accomplished, the means are available to virtually any company, no matter what its size.

## Getting started

Once you have assembled your volunteer staff, or hired a recreational professional to build your program, you can develop the activity schedule. What are

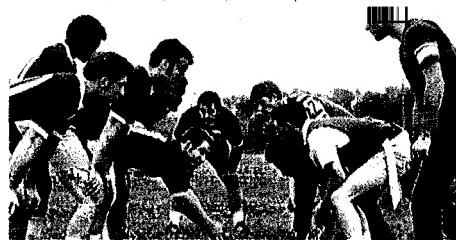
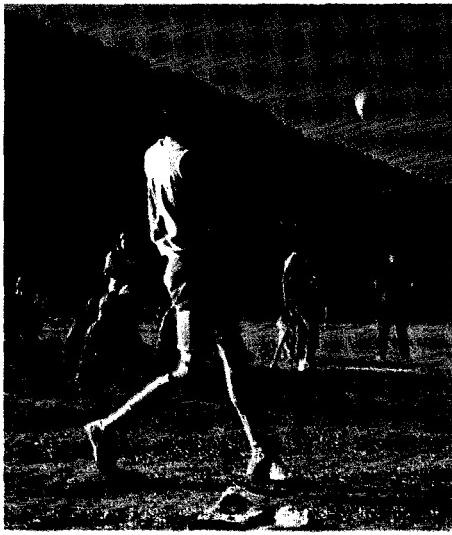
your people interested in? Listen to the lunch time conversations. Ask the supervisors, group leaders and foremen; or drop a questionnaire into the pay envelopes.

Be prepared to retrench. A 100% favorable reaction to a surfing program may prove entirely impractical in Kansas City. Likewise, other activities may attract high levels of interest; but low levels of participation.

## Timing

Armed with a measure of your employees' interests, you can begin to structure your programs around the traditional sports seasons. Intramural softball teams in the spring, swimming and picnic activities in the summer, touch football or soccer in the fall, and a host of indoor sports for winter seasons. These may be supplemented by ski excursions in the winter, under the sponsorship of the company, or by backpacking trips in the summer. The only rule you have to remember in developing a recreational calendar is that the broader the participation base you can build, the greater the benefits to your company.

# Getting people involved



## You've done it!

You've put together an industrial recreation program that seems to make sense for your company and your community. A bowling league has been established and is doing well. A ski trip has been put together, and the whole engineering department is anxiously awaiting the Friday evening departure of the chartered bus. Everything seems to be working out fine, except . . .

## Except . . .

You have only a relatively small percentage of your employes who are interested and active, and a great mass of people who have simply ignored the program. In short, you have a selling job to do.

You can pass out dollar bills on a street corner, and have a large segment of the population refuse your generosity. Like-

wise with fringe benefits. It will be up to you to help generate the enthusiasm that the program deserves.

Who, in the engineering department, is also an amateur photographer? Ask him to take pictures at the ski outing, and give them good coverage in your company newsletter or house organ. Likewise with the bowling league. There's a natural gossip or an amateur photographer in that group, too. Ask him or her to do a column and standings report for the newsletter. Soon, it will become apparent to the recalcitrant, that participation is fun.

Use your company bulletin boards to announce and promote coming events. Listen carefully to the feedback you get from employees in the parking lot, the lobby or in the shop, about the activities which interest them.

**Want to get more people involved in your recreation program? You can do it by broadening the base of your activities, and by convincing people that it is really fun to be active.**

## Build Interest by training?

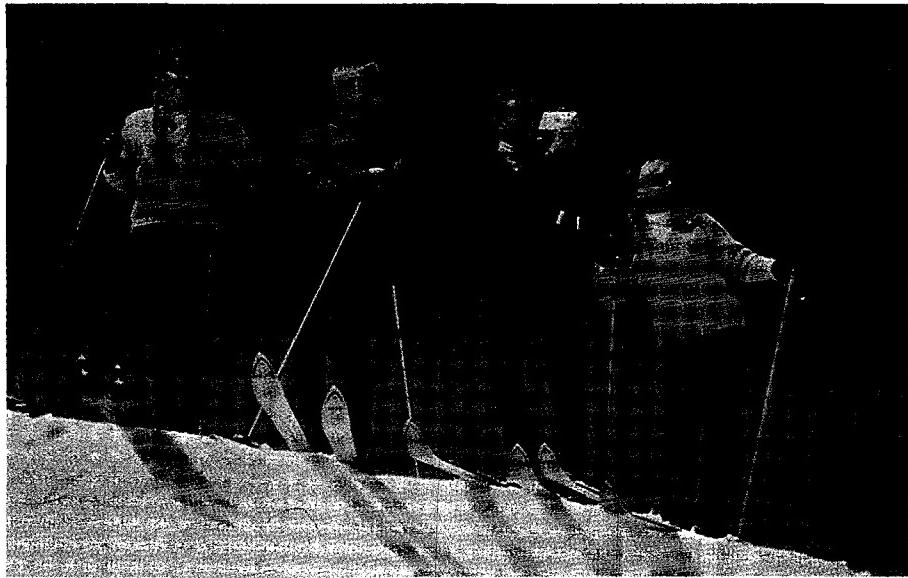
You may find that many employes who would like to participate in various company programs, but are hesitant to participate because they have not mastered the sport which interests them. If the sales department is packed with scratch golfers, how do you encourage the personnel man to attend a golf outing if he shoots in the 150's; and doesn't know what a handicap is? What lab technician will take the bus to the ski slope, only to stumble down the beginners slope while everyone else is trying to organize a downhill racing event?

One answer is prior training in various events. Once you have determined interest areas, you can use Athletic Institute materials to provide basic information about a sport, and build the interest and skill levels of various participants . . . and potential participants.

Any program which offers the potential benefits of an industrial recreation program will not happen by itself. It will take an administrator who is concerned, and who understands the situation, to get it moving. Is there any good reason why that administrator should not be you?

# Building interest and sportsmanship

The Athletic Institute has produced a series of motion pictures to illustrate the benefits, meaning and relationships which derive from sporting activity, both on a personal and on a community wide basis. These films are available in 16mm reel and Super 8 cassette formats.



## It's All In the Game

Curtailment of athletics affects not only the athlete, but the entire student body. "It's All in the Game," a film produced by The Athletic Institute, deals with a real problem and shows how this loss may affect the entire community.

The film brings to life a typical board of education meeting, where the question under discussion is the elimination of school athletic programs. As the board discusses the issue, the viewer is taken through a series of dramatic scenes showing the positive values of sports and interscholastic competition.

*This film should be seen by:*

Community action groups interested in providing functional athletic and recreation programs for young people.

Tax paying citizens charged with funding their local school system.

School board members and educators responsible for maintaining curriculum balance.

Students who want to participate in athletics, pep clubs, cheerleading, bands and booster organizations.

Athletic directors, coaches, physical educators and any group or individual concerned about preserving athletics as a medium of expression.

Color. Sound. 27 minutes.

## Making the Mile

Jim Ryun, Mile Record holder is featured in this film that shows what it takes to run the grueling mile and be a winner. Covered are the training routines, the mental attitudes and the discipline.

Color Narrated. 10 minutes.

## Making of a Skier

A superb introductory film for new skiers, and a graceful demonstration of the sport for the experienced, "Making of a Skier" portrays the relevance of man's basic instincts versus learned techniques. The necessary mental and motor adjustments for successful skiing are illustrated clearly and simply.

Color. Narrated. 15 minutes.

## Courtesy on the Course

If you're a golfer yourself, you can discreetly help yourself and novices in the game by showing them this film. Essential ethics, courtesies and customs of golf etiquette are depicted, and how they are reflected in the attitudes and practices which show consideration for other players, and for the course itself.

Color. Narrated. 18 minutes.

## Ordering Information

### Title

**It's All in the Game (27 min)**

**Making the Mile (10 min)**

**Making of a Skier (15 min)**

**Courtesy on the Course (18 min)**

|             | Stock No. | 16mm        | Stock No. | Super8 Cassette |
|-------------|-----------|-------------|-----------|-----------------|
| <b>MF1R</b> | \$ 95.00  | <b>MF1C</b> | \$ 95.00  |                 |
| <b>MF2R</b> | \$100.00  | <b>MF2C</b> | \$ 75.00  |                 |
| <b>MF3R</b> | \$150.00  | <b>MF3C</b> | \$105.00  |                 |
| <b>MF4R</b> | \$120.00  | -           | N/A       |                 |

# Masters in their fields



James L. Breen  
Harry Keough



Tom Chivington  
Donald E. Leas



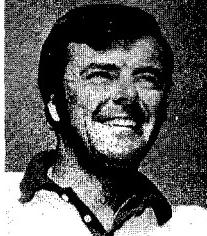
Delene J. Darst  
Don Paup



Jackie Fie  
Mark Schubert



Dale Flansaas  
Nancy W. Smith



Dick Gould  
LeRoy T. Walker



Consultants who assist the Athletic Institute in the development and production of films, publications and teaching aids are selected because of their records, skills and their ability to communicate the skills in which they specialize.

Performers are also chosen for skills which will contribute to the learning process. While athletes become champions for many and varied reasons, such as ability, physical prowess, fortitude, flawless form and expert coaching, not all employ orthodox techniques. Champion performers chosen as Athletic Institute demonstrators project the forms fundamental to the success of most athletes.

Some of our consultants are introduced on this page. We regret that room doesn't permit a thorough introduction to all who have contributed to our success, but the credentials of those listed is indicative of the qualifications of the consultants we select.

**James L. Breen, Ph.D.** (Badminton). George Washington University Chairman of Department of Human Kinetics and Leisure Studies since 1969. Coordinator of National Badminton Training Center, 1966, for the Lifetime Sports Education Project. Consultant to Lifetime Sports National Foundation.

**Tom Chivington** (Tennis). Tennis coach at Foothill Jr. College, Altos Hills, California. Coach of seven Golden Gate Conference Championships, and three time winner of State Championship. Co-developer, with Dick Gould, of Clinic approach to Tennis Instruction.

**Delene J. Darst** (Women's Gymnastics). Director of the Queen City, Georgia Gymnastics Center, and nationally rated gymnastics official. Officiated at South

African Games, 1973; World Gymnastics Championships, Varna, Bulgaria, 1974; and Moscow New & Riga Cup Invitational, U.S.S.R., 1975.

**Jackie Fie** (Women's Gymnastics). National Technical Chairman of USGS Women's Committee since 1965; technical delegate to the International Federation of Gymnastics, 1968-1974. Member U.S. National Gymnastics Team, 1955-1956 and member of U.S. Olympic team in 1956.

**Dale Flansaas** (Women's Gymnastics). Coach at University of Nevada Reno Gym Club. Manager of U.S. team at 1975 Pan Am Games. Gold and Silver medal winner in 1963 Pan Am games and 1976 Olympic participant.

**Dick Gould** (Tennis). Stanford University, eight years. NCAA Championship Team coach, 1973-1974. Coach of 15 All Americans, with teams finishing in top five of NCAA for 5 years. Author of "Tennis, Anyone?", popular instructional text.

**Harry Keough** (Soccer). Nine-year head coach of St. Louis University soccer team, coaching national collegiate championships in five of eight seasons. U.S. World Cup player in 1954-1958; participating captain with Olympic teams in 1952 and 1956.

**Donald E. Leas** (Diving). Diving coach at Clarion State College, Clarion Pennsylvania since 1969. Coach of 11 National Collegiate Champions and 53 All-American divers. Member of U.S. Olympic Diving Committee and National AAU Women's Diving Committee.

**John B. McLendon, Jr.** (Basketball). Coached Tennessee A&I State University teams to three consecutive National Association of Intercollegiate

Athletic Championships, 1957-1975. Coaching record of .760 win average in 25 year career, one of the ten best in basketball history.

**Don Paup, Ph.D.** (Badminton). Since 1964, ranked number 1 in U.S. Men's Doubles. Number 1 rank in mixed doubles, 1968 and 1971. Registered in Badminton Hall of Fame; and has been named U.S. Olympic Team Coach, 1975-76.

**Mark Schubert** (Swimming). Five year coach of Mission Viejo Nadadores, winners of Indoor National Women's Championships in 1976, with six swimmers qualifying for 1976 Olympic Swimming Team. Schubert coached 1975 Men's and Women's National Championship Teams at Short Course Nationals in Cincinnati and Long Course Nationals in Kansas City.

**Nancy W. Smith, Ph.D.** (Dance). Chairman of the Department of Dance at Florida State University. Dr. Smith has served as Dance Chairman for AA-PHER, and has performed leading roles in more than 20 productions. Editor of NEA dance publications.

**LeRoy T. Walker, Ph.D.** (Track & Field). Head Coach of the 1976 U.S. Olympic Track and Field Team. U.S. representative to the International Association of Athletic Federations, President-elect of AAPHER, Professor of Department of Physical Education, North Carolina Central University, and technical consultant to Kenyan Olympic Team, 1972.

**Greta Weatherill** (Dance). Southern California secondary school dance instructor for 20 years. Director of the First Annual Dance and Movement workshop for California Educators at University of San Francisco, 1974.

# Subjects by format

Programs for women  
 Programs for men  
 Programs for men & women  
 Programs for young people  
 Demonstrated by young adults but suitable for elementary levels, or early training in lifetime sports programs.

| SUBJECT                | MEDIUM | 16mm open reel (optical sound) | Super 8mm Sound Loop (Technicolor) | Super 8mm Sound Loop (Fairchild) | Super 8 Cassette (Fairchild 70-07) | Super 8mm open reel magnetic sound Braun, Kodak, Eumig, Elmo. | Super 8mm Silent Loop (Technicolor, Viewlex, etc.) | Super 8mm silent cartridge (Kodak, etc.) | Filmstrips (Cassette sound) (50 Hz & Audio cueing, DuKane, etc.) | Sports Techniques Books (Hard & Soft Bound) | Youth League Player Books (Soft Bound Only) | Youth League Coaching Books (Soft Bound Only) | Miscellaneous and In-service training books | Wall Charts, Posters and Training Aids | Videotape ½" B&W; ¾" Color (cassettes) |
|------------------------|--------|--------------------------------|------------------------------------|----------------------------------|------------------------------------|---------------------------------------------------------------|----------------------------------------------------|------------------------------------------|------------------------------------------------------------------|---------------------------------------------|---------------------------------------------|-----------------------------------------------|---------------------------------------------|----------------------------------------|----------------------------------------|
| Archery                |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 | ●○                                       |                                                                  | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Badminton              | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       |                                                                  | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Baseball               |        |                                |                                    |                                  |                                    |                                                               |                                                    |                                          |                                                                  | ●○                                          | ●○                                          | ●○                                            |                                             |                                        |                                        |
| Basketball             | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       | ■                                                                | ●○                                          | ●○                                          | ●○                                            |                                             |                                        |                                        |
| Bowling                |        |                                |                                    |                                  |                                    |                                                               |                                                    |                                          |                                                                  | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Cheerleading           |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 |                                          |                                                                  |                                             |                                             |                                               |                                             |                                        |                                        |
| Dance                  | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 |                                                               |                                                    |                                          |                                                                  |                                             |                                             |                                               |                                             |                                        | ■                                      |
| Elementary Skills      |        |                                |                                    |                                  |                                    |                                                               |                                                    |                                          |                                                                  |                                             |                                             |                                               |                                             |                                        |                                        |
| Fencing (Foil & Sabre) |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 |                                          |                                                                  |                                             |                                             |                                               |                                             |                                        |                                        |
| Field Hockey           |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 |                                          | ■                                                                |                                             |                                             |                                               |                                             |                                        |                                        |
| Floor Hockey           |        |                                |                                    |                                  |                                    |                                                               |                                                    |                                          | ■                                                                |                                             |                                             |                                               |                                             |                                        |                                        |
| Football               |        |                                |                                    |                                  |                                    |                                                               | ○                                                  | ○                                        | ■                                                                | ●○                                          | ●○                                          |                                               |                                             |                                        | ○                                      |
| Golf                   | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       | ○                                                                | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Gymnastics             | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       | ○                                                                | ●○                                          |                                             |                                               |                                             | ■                                      |                                        |
| Handball               |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 |                                          |                                                                  | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Health & Safety        |        |                                |                                    |                                  |                                    |                                                               |                                                    |                                          | ■                                                                |                                             |                                             |                                               |                                             |                                        |                                        |
| Ice Hockey             |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 |                                          | ■                                                                | ●○                                          | ●○                                          | ●○                                            |                                             |                                        |                                        |
| Movement Education     |        |                                |                                    |                                  |                                    |                                                               |                                                    | ■                                        |                                                                  |                                             |                                             |                                               | ■                                           |                                        |                                        |
| Skating                | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       |                                                                  | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Soccer                 | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       | ■                                                                | ●○                                          | ●○                                          | ●○                                            |                                             |                                        |                                        |
| Softball               |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 | ●○                                       | ■                                                                | ●○                                          | ●○                                          | ●○                                            |                                             |                                        |                                        |
| Sports Medicine        |        |                                |                                    |                                  |                                    |                                                               |                                                    |                                          |                                                                  |                                             |                                             |                                               |                                             |                                        | ○                                      |
| Stunts & Tumbling      |        |                                |                                    |                                  |                                    | ○                                                             | ○                                                  |                                          | ■                                                                |                                             |                                             |                                               |                                             |                                        |                                        |
| Swimming & Diving      | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       |                                                                  |                                             |                                             |                                               |                                             |                                        |                                        |
| Tennis                 | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       |                                                                  | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Touch Football         |        |                                |                                    |                                  |                                    |                                                               |                                                    |                                          | ■                                                                |                                             |                                             |                                               |                                             | ○                                      |                                        |
| Track & Field          | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       | ■                                                                | ●○                                          |                                             |                                               |                                             |                                        |                                        |
| Volleyball             |        |                                |                                    |                                  |                                    | ●○                                                            | ●○                                                 | ●○                                       | ■                                                                | ●○                                          | ●○                                          |                                               |                                             |                                        |                                        |
| Wrestling              | ●○     | ●○                             | ●○                                 | ●○                               | ●○                                 | ●○                                                            | ●○                                                 | ●○                                       | ●○                                                               | ●○                                          |                                             |                                               |                                             |                                        |                                        |

## Format selection guide

Athletic Institute materials are available in a variety of complementary media. Following is a brief review of these various formats.

### 16mm open reel (optical sound)

For the standard projectors found in most schools and institutions. Sound is played by means of an optical track on the edge of the film.

### Sound cartridges and cassettes

Color sound films are available in three cartridge formats. Two are loops which may be played continuously. The third, the Fairchild 70-07 Cart-Reel system, is a captive reel cartridge which permits rewinding at any point on the film. The loop system may be ordered for Fairchild or Technicolor projectors. All

cartridges use the accepted international standard magnetic stripe sound tracks, and may not be played on projectors with optical playback systems.

### Super8 open reel sound films

Super8 sound films may also be ordered in the Kodak Ektographic single reel cartridge, which provides automatic threading in Ektographic projectors. These films may be wound onto other open reels for use in non-Kodak Super8 magnetic sound projectors.

### Silent, color Super8 films

The "Sports Techniques" silent film library is available in Technicolor loop cartridges, or in Kodak Ektographic cassettes which are adaptable to other open reel projectors. Check your equipment carefully, as Technicolor cartridges may be compatible with projectors by other companies.

### Filmstrips

Sound filmstrips in this booklet may be projected on any standard filmstrip projector. For projectors with automatic advance (DuKane, Bell & Howell, etc.), a 50Hz cue is provided. On the other side of the tape, an audible cue is provided to signal frame changes for manual projectors.

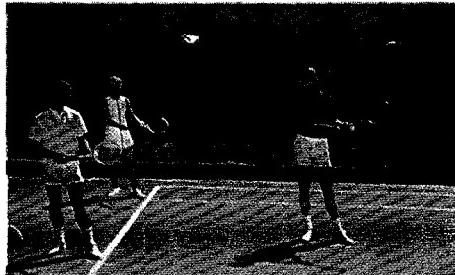
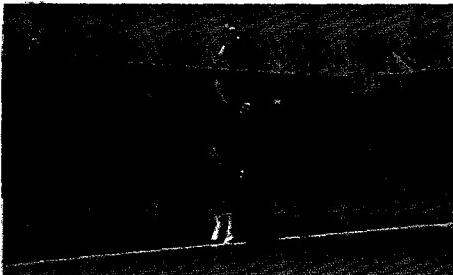
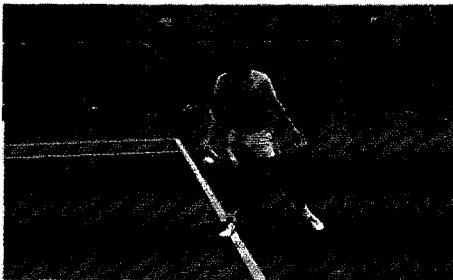
### Other media

Wall charts, books, in-service planning and training materials and video tapes are provided in specific subject areas. These are described throughout this book.

### Check your equipment carefully before ordering film materials.

The time you save in missed usage and exchanges will be well worth your while.

# Tennis Sound Films



**Tennis is one of the most popular and fastest growing sports. These films give you the opportunity to provide better instruction for more people.**



## A new approach

Available for nearly a year, The Athletic Institute's sound and color tennis instruction film series is based on the Gould and Chivington clinic approach to group instruction. Through this method, instruction is personalized to the individual level as well.

While many instructional tennis films are on the market today, none present such a practical method for organizing group instruction. The series is ideal for the teaching pro, physical education instructor, coach or recreation director.

The films make dramatic use of high speed and stop action photography to illustrate grips, stances, address angles and court positions. Segments of the

films show the Gould/Chivington clinic instructional techniques, while simultaneously demonstrating common errors made by novice players. In addition to teaching tennis skills to players, instructors can learn much about teaching techniques by watching Gould in action.

## Individual Follow up

For more personalized drill and instruction, see the "Sports Techniques" silent loops listed elsewhere in this booklet.

Silent loops provide the opportunity for repeated drills which aid in the mastery of individual skills, and can supplement the color sound film role of group and clinic teaching.

## Ordering Information

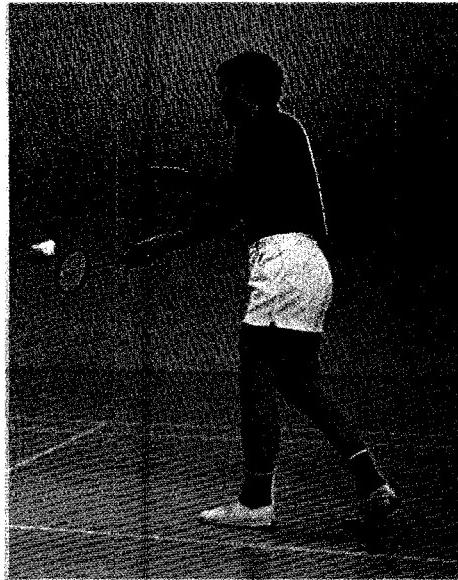
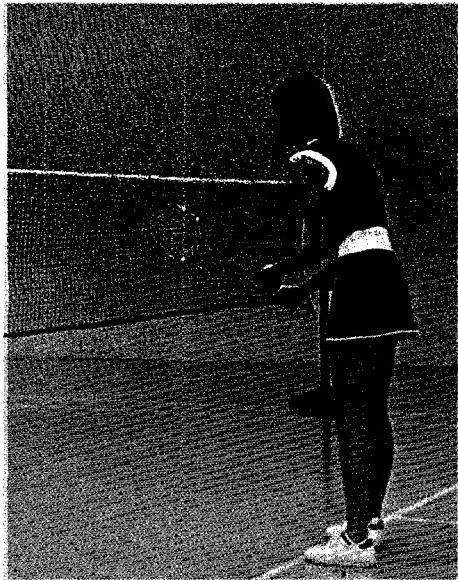
| Title                                                        | Stock No.    | 16mm            | Stock No.    | Super8<br>Cassette |
|--------------------------------------------------------------|--------------|-----------------|--------------|--------------------|
| <b>Forehand and Backhand Stroke Fundamentals (22.7 min.)</b> | <b>TN-1R</b> | <b>\$190.00</b> | <b>TN-1C</b> | <b>\$140.00</b>    |
| <b>Applying Forehand and Backhand Strokes (20 min.)</b>      | <b>TN-2R</b> | <b>\$190.00</b> | <b>TN-2C</b> | <b>\$140.00</b>    |
| <b>The Serve (20.4 min.)</b>                                 | <b>TN-3R</b> | <b>\$190.00</b> | <b>TN-3C</b> | <b>\$140.00</b>    |
| <b>Net Play (21.1 min.)</b>                                  | <b>TN-4R</b> | <b>\$190.00</b> | <b>TN-4C</b> | <b>\$140.00</b>    |
| <b>Sports Techniques books</b>                               |              |                 |              |                    |
| <b>Tennis (Hard Cover)</b>                                   | <b>TN-HC</b> | <b>\$ 2.95</b>  |              |                    |
| <b>Tennis (Soft Cover)</b>                                   | <b>TN-SC</b> | <b>\$ 1.50</b>  |              |                    |

## Independent Study Materials

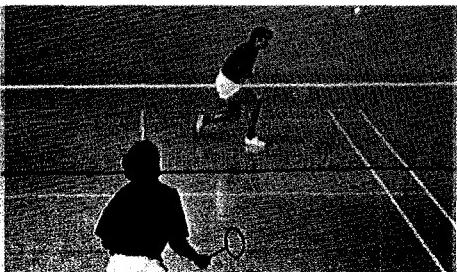
Sports Techniques books listed elsewhere in this booklet can serve as orientation, preview and review materials for your students. Sports Technique books may be sold to your students for their personal sports library collection; or they may be issued to students for the duration of the classes. Hard cover and soft cover editions are available.



# Badminton sound films



A game more challenging and vigorous than its popular image, badminton is attracting more and more participants each year, from the very youngest players to mature folks who take fitness seriously.



As do all "Sports Techniques" productions, these motion films present the finest American talent. National champions Cindy Baker, Judi Kelly, Chris Kinard and Charlie Coakley demonstrate Badminton fundamentals, strategy elements and exercises.

Special care has been taken in filming this production, to show both racket and birdie clearly. From the standpoint of aesthetics alone, these films are very appealing. Yet, of course, successful instructional films must be more than visually enticing. They must teach, and teach they do.

These brilliantly illuminated films use dramatic camera angles, including overhead shots which dissolve into court diagrams, to clearly illustrate the strategy of the game.

Film number one of the series covers grip, footwork, high deep serves, low short forehand and backhand serves, the flick serve and the drive serve.

The second film of the series covers overhead defensive clear, attacking clear, loop drop, sidearm drive, sidearm drop, underhand defensive clear, underhand drop, cross court drop and body shots.

Basic strategy and drills are covered in

the third film. Singles, doubles and mixed doubles strategy is explained by photography and diagrams.

## Individual follow up

Sports Techniques silent loop films on Badminton are available for specific skill building drills. Thirteen films, approximately 3½ minutes in length, allow repetitive viewing and practice by individuals or small groups.

## Independent study materials

Badminton is also thoroughly covered in our Sports Techniques book series, listed elsewhere in this booklet. Use the books for introductory lesson material, and for continuing study of the game to re-inforce the lessons learned on the court. Hard and soft cover editions are available.

**Supplement your film instruction program with Sports Techniques Books, published only by The Athletic Institute.**



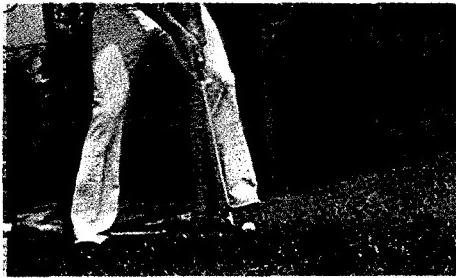
## Ordering information

| Title                                 | Stock No. | 16mm     | Stock No. | Super8 Cassette |
|---------------------------------------|-----------|----------|-----------|-----------------|
| Grip, Footwork, Serves (15.6 min.)    | BA-1R     | \$190.00 | BA-1C     | \$140.00        |
| Basic Strokes (17 min.)               | BA-2R     | \$190.00 | BA-2C     | \$140.00        |
| Basic Strategy and Drills (17.6 min.) | BA-3R     | \$190.00 | BA-30     | \$140.00        |
| Sports Technique books                |           |          |           |                 |
| Badminton (Hard cover)                | BA-HC     | \$ 2.95  |           |                 |
| Badminton (Soft cover)                | BA-SC     | \$ 1.50  |           |                 |

| Stock No. | 16mm     | Stock No. | Super8 Cassette |
|-----------|----------|-----------|-----------------|
| BA-1R     | \$190.00 | BA-1C     | \$140.00        |
| BA-2R     | \$190.00 | BA-2C     | \$140.00        |
| BA-3R     | \$190.00 | BA-30     | \$140.00        |

**Supplement your film instruction program with Sports Techniques Books, published only by The Athletic Institute.**

# Golf Sound Films



A six-unit film series in full color and sound, showing how to learn and develop the skills and attitudes which will bring lifetime enjoyment of the game. Designed by leading professional educators for school, golf course or community recreation programs, these films are for junior, adult and senior age levels. A written synopsis of content, and suggestions for the instructor accompany each unit.

The first film in the series explains course design, equipment, loft and length principles in playing a golf hole, the language of golf and the importance of professional instruction.

Building a golf swing is the topic of film number two in the series, covering mental and physical conditioning; and on six major concepts of physics and bio-mechanics.

Additional information on building a golf swing is covered in the third reel of this series. Detailed are clubface position, control, grip types, factors influenced by wrist, foot and club positions; and concluding with instructions for com-

bining all ingredients into a soundly built swing.

Short approach shots are explained in reel four, with emphasis on direction control, flight and roll factors, plus information on swing, stroke, conditioning drills and application to pitch and chip shot situations.

Reel five of the series pays special attention to the special challenge shots in golf, and makes them look easy. Detailed instruction accompanying the close up and slow motion photography explains clearly and simply the techniques which can take the frustration out of the game.

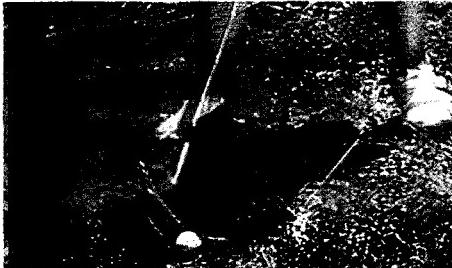
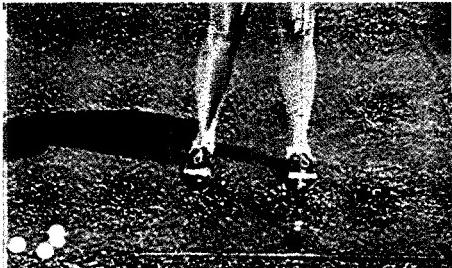
Golf's end game, putting is the final topic of the series, and is covered in detail ranging from geometric factors to the effects of moisture and grain.

#### Drill materials

As with other Athletic Institute sound films, a set of Sports Techniques silent loops is available for students who wish to study, improve or correct a specific aspect of their game. See the listing of Sports Techniques books elsewhere in this booklet, or order by the description and stock number below.

"Challenged by the command, 'Don't teach them how to play—show them how to learn!' the National Golf Foundation has done just that in its new film series, reflecting the expertise of both the golf professional and the physical educator."

Herb Graffis, Co-Founder  
National Golf Foundation



#### Ordering information

##### Title

- Golf: A Special Kind of Joy (16 min.)  
How to Build a Golf Swing I\* (17 min.)  
How to Build a Golf Swing II\* (17 min.)  
The Short-Approach Shots (10 min.)  
The Special Challenge Shots (15 min.)  
Putting: Golf's End Game (13 min.)

##### Sports Techniques books

- Golf (Hard Cover)  
Golf (Soft Cover)

|       | Stock No. | 16mm | Stock No. | Super8<br>Cassette |
|-------|-----------|------|-----------|--------------------|
| GF-1R | \$160.00  |      | GF-1C     | \$160.00           |
| GF-2R | \$170.00  |      | GF-2C     | \$170.00           |
| GF-3R | \$170.00  |      | GF-3C     | \$170.00           |
| GF-4R | \$100.00  |      | GF-4C     | \$100.00           |
| GF-5R | \$150.00  |      | GF-5C     | \$150.00           |
| GF-6R | \$130.00  |      | GF-6C     | \$130.00           |

GF-HC \$ 2.95  
GF-SC \$ 1.50

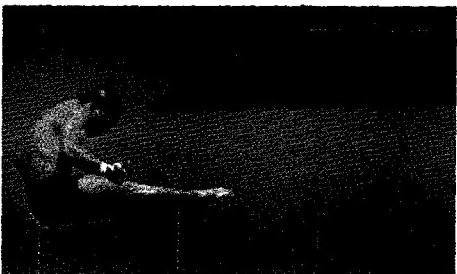
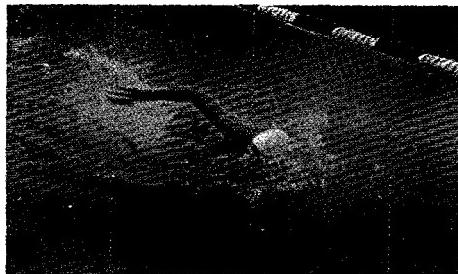
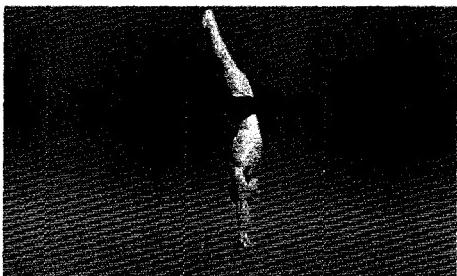
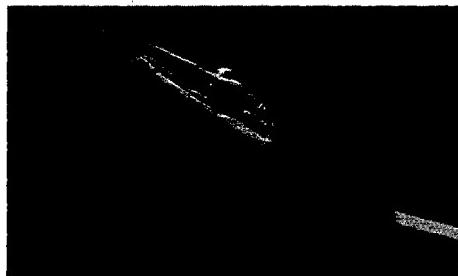
\*Sold only as a two reel set



Supplement your film instruction program with Sports Techniques Books, published only by The Athletic Institute

# Swimming & diving sound films

Produced in  
cooperation with



Olympic participants assisted in the development of these new for 1977 film programs. Their technical and teaching skills are reflected by the concise clarity of the final products.



Starts, turns and pacing are also examined, along with the conditioning program and drills used by Coach Schubert's team, the Champion Mission Viejo Nadadores.

Film number one of the series is dedicated to stroke technique instruction, detailing free-style and backstroke routines.

The second of the three films shows breast-stroke and butterfly techniques.

The third and final film in the series demonstrates starts for individual strokes, relay starts, turns for individual strokes, medley turns, pool layout, warmup, circle drills, developmental drills for individual strokes and conditioning exercises.

## Men's and women's diving

A complete study of the sport of diving, this series will be of great value to divers at every level. Fundamentals are emphasized as the films detail the importance of proper boardwork. Front and

back approaches, the hurdle and take-off from both the board and tower are presented with exacting detail.

All required dives and the most-commonly performed optional dives are studied with ultra-slow motion photography and stop action, as the narrative uses plain and direct language to explain how they should be performed.

Film number one of the series explains fundamentals, including scoring, board work, front approach, hurdle and take-off, back approach and take off, tuck position, pike position, straight position and tower diving.

The second film of the series covers the required dives, including forward dive, pike and straight; back dive, pike and straight; reverse dive, pike and straight; inward dive, pike and straight; forward one-half twist; and back dive one-half twist.

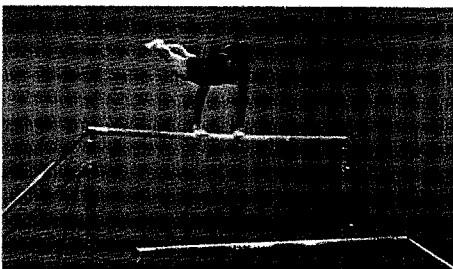
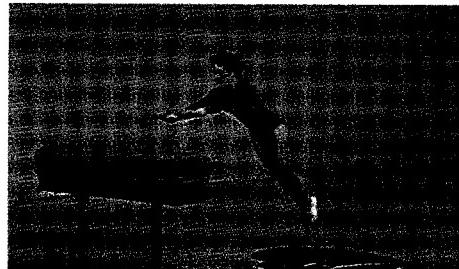
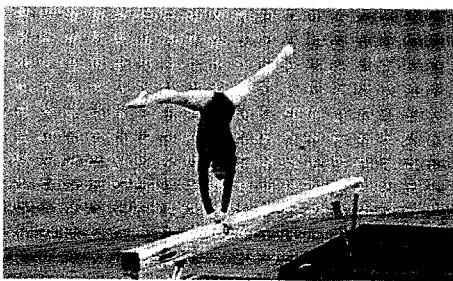
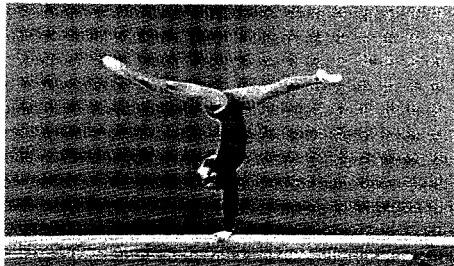
The third and fourth films in the series provide instruction and illustration of the most commonly performed optional dives.

## Ordering information

| Title:                                    | Stock No. | 16mm     | Stock No. | Super8 Cassette |
|-------------------------------------------|-----------|----------|-----------|-----------------|
| <b>Swimming,</b>                          |           |          |           |                 |
| Stroke Technique I (22 min.)              | SW-1R     | \$190.00 | SW-1C     | \$140.00        |
| Stroke Technique II (20 min.)             | SW-2R     | \$190.00 | SW-2C     | \$140.00        |
| Starts for Individual Strokes (22.5 min.) | SW-3R     | \$190.00 | SW-3C     | \$140.00        |
| <b>Diving,</b>                            |           |          |           |                 |
| Fundamentals (20 min.)*                   | DV-1R     | \$190.00 | DV-1C     | \$140.00        |
| The Required Dives (20 min.)*             | DV-2R     | \$190.00 | DV-2C     | \$140.00        |
| Optional Dives I (20 min.)*               | DV-3R     | \$190.00 | DV-2C     | \$140.00        |
| Optional Dives II (20 min.)*              | DV-4R     | \$190.00 | DV-4C     | \$140.00        |

\*Approximate running time

# Women's gymnastics sound films



## New compulsory routines

This series is the only authorized National Compulsory Routine film series produced in the United States, and was used throughout the nation to train performers for the 1976 Montreal Olympic Games.

This series is the third production of women's compulsories by The Athletic Institute in cooperation with the United States Gymnastics Federation's Women's Committee.

The series is composed of three film units, each film containing one complete routine level. Each level contains instruction for all four events: Floor Exercise, demonstrated by Linda Metheny; Vaulting, demonstrated by Kathy Howard; Balance Beam, demonstrated by Jodi Yocom and Uneven Parallel Bars demonstrated by Diane Dunbar.

Films are carefully lighted to show details of each routine; and routines are shown from multiple camera angles for clarity and ease of understanding.

## Hailed by U.S.G.F. Officials

The Women's Gymnastics Compulsory Routine series has drawn these comments from U.S.G.F. officials:

*"If the gymnasts and coaches/instructors choose to work hard, they are given an equal opportunity for the first time to win . . . even if their past experience with compulsories has been limited."*

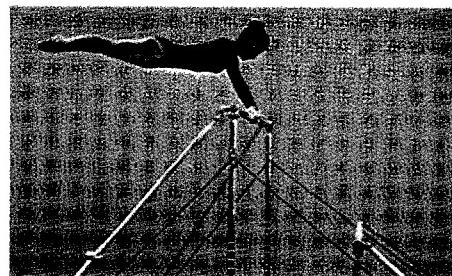
*"The availability of these films eliminates any excuse a coach/instructor may have for lack of understanding of the essential requirements of these exercises."*

Muriel Grossfeld, National Head, U.S.G.F.

*"The Athletic Institute has really outdone itself in the new production of the women's compulsories. I especially like having one level of all events contained within a single cassette. It makes using these films so simple!"*

Shirley Bryan, Chairman, U.S.G.F. Women's Committee

The form and grace of the routines performed last summer at the Montreal Olympics enthralled spectators and television viewers throughout the world. These compulsory routines are now available on sound, color film, with musical scores developed specifically for this film series.



The first film of the series, for Beginning Level Class III includes Floor Exercise, Squat Flight Vault, Balance Beam and Uneven Parallel Bars.

Film two, for Intermediate Level Class II includes Floor Exercise, Layout Squat Vault, Balance Beam and Uneven Parallel Bars.

The third film for Advanced Level Class I describes Floor Exercise routines, Handspring Vault, Balance Beam and Uneven Parallel Bars.

## Additional Training Material

Sports Techniques Books for Women's Gymnastics are available to supplement instructional programs in the gym and on the equipment. Topics available in the popular publication series include: Balance Beam, Floor Exercise and Vaulting, and Uneven Parallel Bars.

## Ordering information

| Title                                   | Stock No. | 16mm     | Stock No. | Super8   |
|-----------------------------------------|-----------|----------|-----------|----------|
| Beginning Level Class III (19.8 min.)   | NC-1R     | \$190.00 | NC-10     | \$140.00 |
| Intermediate Level Class II (20.2 min.) | NC-2R     | \$190.00 | NC-2C     | \$140.00 |
| Advanced Level Class I (20.2 min.)      | NC-3R     | \$190.00 | NC-3C     | \$140.00 |

## Sports Techniques books

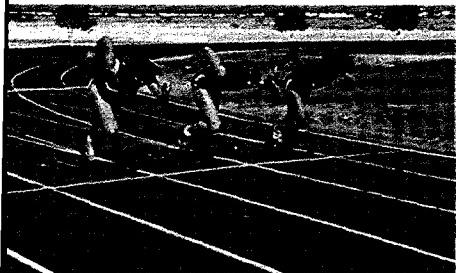
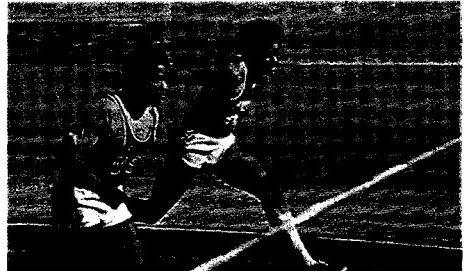
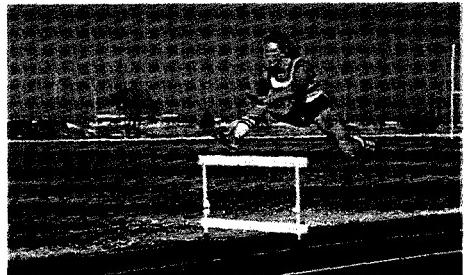
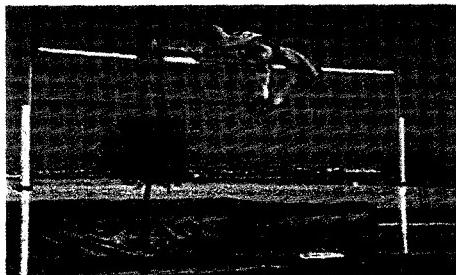
|                                      |       |         |
|--------------------------------------|-------|---------|
| Balance Beam (Hard cover)            | WG-1H | \$ 2.95 |
| Balance Beam (Soft cover)            | WG-1S | \$ 1.50 |
| Floor Exercise/Vaulting (Hard cover) | WG-2H | \$ 2.95 |
| Floor Exercise/Vaulting (Soft cover) | WG-2S | \$ 1.50 |
| Uneven Parallel Bars (Hard cover)    | WG-3H | \$ 2.95 |
| Uneven Parallel Bars (Soft cover)    | WG-3S | \$ 1.50 |

# Track and field sound films

Produced in cooperation with



New for 1977, the Track and Field programs have been prepared, in the spirit of the Equal Opportunity for Women's Facilities legislation, to provide up to date coaching, training and instructional material. The Women's programs qualify for Title IX funding.



Topics covered by the four reels in the series include: Starting, running and finishing a race, and analysis of the running motions; covered in film number one of the series.

Film number two deals with basic strategies of competitive running and hurdling, as well as with baton passing techniques.

Long and High Jump techniques are covered by film number three, while film number 4 deals with traditional field events: Throwing the Discus, Shot and Javelin.

Please note that both men's and women's film sets are available. Specific units may be ordered from each set to provide a combination of men's and women's events.

## Supplementary skill building

Sports Techniques silent loop films, listed elsewhere in this booklet, can complement your track and field instruction and training program. Short, continuous play loop films are captioned to identify important elements in each of the skills discussed. Ideal for drill and review of specific skills.

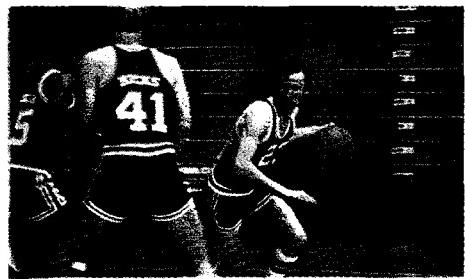
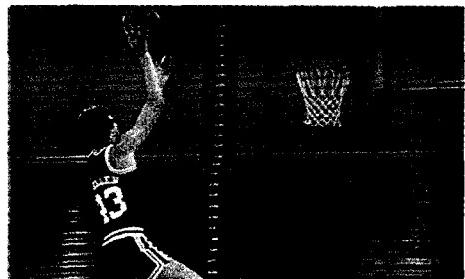
## Books for study off the field

Track & Field events for men and women are described, illustrated and detailed in two books in the popular Sports Techniques publications series. Use them in your class or team environment, and encourage your students to use them in the course of their independent study, drills and practice sessions.

## Ordering information

| Title                                          | Stock No. | 16mm     | Stock No. | Super 8 Cassette |
|------------------------------------------------|-----------|----------|-----------|------------------|
| <b>Women's Track &amp; Field</b>               |           |          |           |                  |
| <b>Starting, Running &amp; Finishing</b>       |           |          |           |                  |
| (16.5 min.)                                    | WT-1R     | \$190.00 | WT-1C     | \$140.00         |
| <b>Basic Strategies</b> (19.5 min.)            | WT-2R     | \$190.00 | WT-2C     | \$140.00         |
| <b>Long &amp; High Jump</b> (15 min.)          | WT-3R     | \$190.00 | WT-3C     | \$140.00         |
| <b>Discus, Shot &amp; Javelin</b> (20 min.)    | WT-4R     | \$190.00 | WT-4C     | \$140.00         |
| <b>Men's Track &amp; Field</b>                 |           |          |           |                  |
| <b>Starting, Running &amp; Finishing</b>       |           |          |           |                  |
| (16.75 min.)                                   | MT-1R     | \$190.00 | MT-1C     | \$140.00         |
| <b>Basic Strategies</b> (21 min.)              | MT-2R     | \$190.00 | MT-2C     | \$140.00         |
| <b>Long &amp; High Jump, Pole Vaulting</b>     |           |          |           |                  |
| (20.75 min.)                                   | MT-3R     | \$190.00 | MT-3D     | \$140.00         |
| <b>Discus, Shot &amp; Javelin</b> (21 min.)    | MT-4R     | \$190.00 | MT-4C     | \$140.00         |
| <b>Sports Techniques Books</b>                 |           |          |           |                  |
| <b>Women's Track &amp; Field (Hard cover)</b>  |           |          |           | WTF-HC \$ 2.95   |
| <b>Women's Track &amp; Field, (Soft cover)</b> |           |          |           | WTF-SC \$ 1.50   |
| <b>Men's Track &amp; Field (Hard cover)</b>    |           |          |           | MTF-HC \$ 2.95   |
| <b>Men's Track &amp; Field (Soft cover)</b>    |           |          |           | MTF-SC \$ 1.50   |

# Basketball and soccer sound films



## New basketball films

The modern game of basketball is based on the execution of the fundamental techniques of the game in the environment of today's fast breaking play. This film series provides a new and effective method for understanding the basic skills from this perspective. A significant feature of the series is the progressive approach to the defensive game. Both coach and player will benefit from seeing this outstanding program of drills for improving defensive play.

The Basketball series is divided into four segments, with a logical progression of skill-building instructional topics. Film number one covers ball handling, the seven basic passes, dribbling and drills.

Film number two covers the shooting game, and a series of drills to improve offensive play.

## Ordering Information

| Title                                       | Stock No. | 16mm     | Stock No. | Cassette | Super 8 |
|---------------------------------------------|-----------|----------|-----------|----------|---------|
| <b>Basketball</b>                           |           |          |           |          |         |
| Techniques of Ball Handling (20 min.)       | BK-1R     | \$190.00 | BB-1C     | \$140.00 |         |
| Techniques of Shooting (18.5 min.)          | BK-2R     | \$190.00 | BB-2C     | \$140.00 |         |
| Techniques of Offense (19.75 min.)          | BK-3R     | \$190.00 | BB-3C     | \$140.00 |         |
| Techniques of Defense (19.5 min.)           | BK-4R     | \$190.00 | BB-4C     | \$140.00 |         |
| The Four Degrees of Defense (18 min.)       | BK-5R     | \$190.00 | BB-5C     | \$140.00 |         |
| <b>Soccer</b>                               |           |          |           |          |         |
| Basic Individual Skills (18 min.)           | SO-1R     | \$190.00 | SO-1C     | \$140.00 |         |
| Offensive/Defensive Maneuvering (20.5 min.) | SO-2R     | \$190.00 | SO-2C     | \$140.00 |         |
| Goal Keeping (19.5 min.)                    | SO-3R     | \$190.00 | SO-3C     | \$140.00 |         |
| <b>Sports Techniques Books</b>              |           |          |           |          |         |
| Basketball (Hard Cover)                     |           |          | BK-HC     | \$2.95   |         |
| Basketball (Soft Cover)                     |           |          | BK-SC     | \$1.50   |         |
| Soccer (Hard Cover)                         |           |          | SO-HC     | \$2.95   |         |
| Soccer (Soft Cover)                         |           |          | SO-SC     | \$1.50   |         |



Two high-energy, highly competitive team sports, produced in cooperation with recognized winners in their fields. Introduced in 1976, the Soccer film series has found wide acceptance among coaches involved in this increasingly popular sport. New in 1977, the Basketball films have been produced with the assistance of a coach with one of the top-ten win-loss records in the history of collegiate Basketball.



dribbling, feinting and tackling; as well as the throw-in, the passing attack and shooting.

Film number three is devoted to goal-keeping, and demonstrates the techniques of positioning and catching, diving, punching, tipping, clearing and throwing;

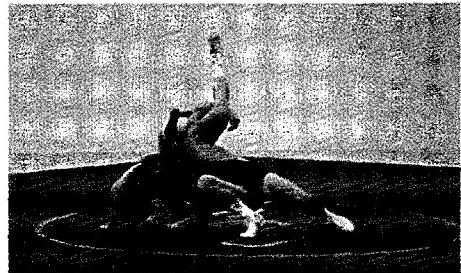
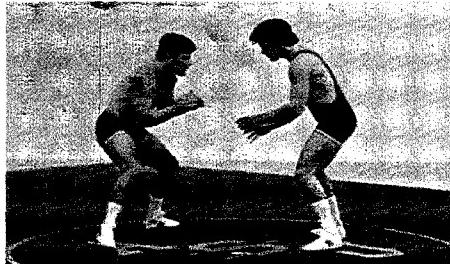
**Supplementary Skill Building**  
Sports Techniques silent loop films, listed elsewhere in this booklet, are available to complement your programs in soccer and men's and women's basketball. These continuous play loops may be used to teach various skills of the games, because they concentrate on individual aspects of the sports. In basketball and soccer, they are especially useful in developing the skills required for specific positions on the court or field.

# Wrestling sound films

Produced in  
cooperation with



A clinic approach to wrestling instruction, with valuable insight into the skills of the support for the beginner and the experienced athlete alike.



Brand new for 1977, this four film series has been produced by The Athletic Institute, in cooperation with one of the nation's most effective wrestling coaches, presenting his teaching techniques in a clinic situation. By alternating classroom presentations with demonstrations by World Class wrestlers, coaching points and classroom organization are clearly shown. Though designed for beginning wrestlers, the series benefits advanced competitors as well, with a review of the fundamental skills of the sport in an entertaining and instructive setting. Experienced wrestlers will also benefit from demonstrations on some rather elaborate pinning combinations.

Coach Bill Weick, consultant on this film series, is regarded by many Olympic wrestlers and topflight national champions as the premier clinic coach in the country. He has coached such notables as Dan Gable and John Peterson, among many others. In 1976, he assisted in coaching the U.S. Wrestling Team for the Olympic games in Montreal.

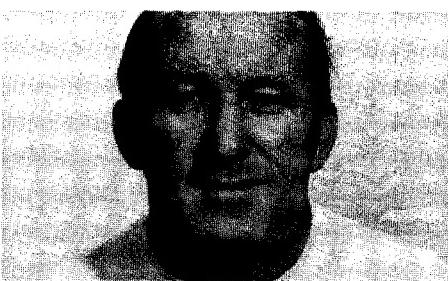
A two time NCAA Coach, he has coached the U.S. Wrestling Team in

competition with the U.S.S.R.; and the U.S. Wrestling Team at the Pan-American Games.

The first film in the series covers the fundamentals of wrestling on the feet, and covers footwork, tie-ups and fundamental leg takedowns. The second film deals with takedowns, including basic arm drag series and a cross-section of fireman's carries.

The third film, "Rides and Escapes", illustrates rides, breakdowns, escapes and reversals, as well as referee's positions. Several series of pinning combinations are demonstrated in film number four, which will benefit the learning beginner and provide valuable review material for the experienced wrestler.

**Supplementary Skill Building**  
Two series of Sports Techniques silent loop films are available to wrestling coaches for use in review and drill on individual skills and techniques. A total of twenty-three different films, averaging about 3½ minutes each, illustrate both freestyle and Greco-Roman wrestling skills.

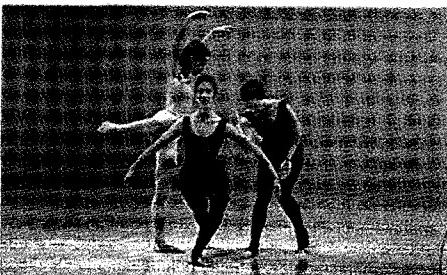
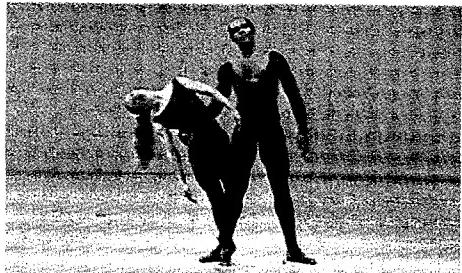


Coach Bill Weick

## Ordering Information:

| Title                                              | 16mm     | Stock No. | Super 8  | Cassette | Stock No. |
|----------------------------------------------------|----------|-----------|----------|----------|-----------|
| Fundamentals of Wrestling<br>on the feet (19 min.) | \$190.00 | WR-1R     | \$140.00 | WR-1C    |           |
| Takedown Techniques (21.5 min.)                    | \$190.00 | WR-2R     | \$140.00 | WR-2C    |           |
| Rides and Escapes (21.5 min.)                      | \$190.00 | WR-3R     | \$140.00 | WR-3C    |           |
| Pinning Combinations (20 min.)                     | \$190.00 | WR-4R     | \$140.00 | WR-4C    |           |

# Dance Instrument sound films



"The Dance Instrument is a successful new entry into the dance education field! It is technically correct and ideal for dance instruction in high schools, colleges, universities and private schools. It shows how different types of bodies can become proficient and professional in a well conceived and well executed group of five film productions. It is a mature, sound approach to portraying Modern Dance, and it starts in all of the right places."

Heidi Von Obenauer  
Dance Magazine

## Five-film series in color and sound includes:

### The Dance Instrument

The body is the instrument of communication. A dancer, like a musician, learns a note, constructs a chord, shapes a phrase, creates a visual melody line. The prologue has its origin in stillness, and the potential for expression is already there in correct body alignment. The natural development of a physically free dance instrument expands with the discipline. The movement range and possibilities for the various body parts are explored and cultivated, in anticipation of a usable technique and vocabulary of communication.

### How to Move Better

Continuous exploration of the needs for development and understanding of an efficient dance instrument. Elements which contribute to a more effective performance are presented in detail, and correction of frequent alignment errors contributes to a positive image. The vocabulary is enhanced with the plie, eleve, jumping movement of the back and spine, and abdominal flexibility.

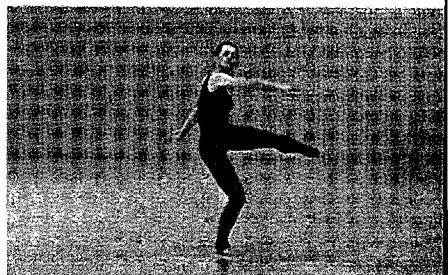
### Dance Design: Motion

How does the body move, and how does one develop a language of movement? How does one learn to "body think"? Problem solving is one way of increasing a kinetic vocabulary, developing a continuity of movement images, and designing concepts. When motion problems are presented, the dancers offer possible solutions to motivate the involvement of the viewer. The viewer's imagination is progressively encouraged to enjoy greater freedom.

### Dance Design: Shape and Time

Everything above the transparent floor is nonexistent and you are suspended upon this floor being viewed from below. Design shapes with only those body parts touching the floor as a separate problem. Time itself is the context of the dance. The dancer moves, utilizing

An Innovative educational series of five motion pictures featuring nationally known dance artists and consultants in preparation and production.



ing the values of time, acceleration, deceleration, providing accent and visual punctuation, occupying or vacating as the need and mood require.

### Dance Design: Space

You become a piece of charcoal upon spatial sketch pad. Manipulate the volume of space. Space surrounds the dancers as they move within the environment. Move into this area, around it through it, under it, above it, in relationship to the presence of the other dancers. Space is as pliable, active, passive or alive as the dancer causes and wishes it to be.

## Ordering Information

| Title                                  | Stock No. | 16mm     | Stock No. | Super 8 Cassette |
|----------------------------------------|-----------|----------|-----------|------------------|
| The Dance Instrument (17.3 min.)       | DI-1R     | \$190.00 | DI-1C     | \$140.00         |
| How to Move Better (19.7 min.)         | DI-2R     | \$190.00 | DI-2C     | \$140.00         |
| Dance Design: Motion (19.1 min.)       | DI-3R     | \$190.00 | DI-3C     | \$140.00         |
| Dance Design: Shape & Time (16.3 min.) | DI-4R     | \$190.00 | DI-4C     | \$140.00         |
| Dance Design: Space (18.8 min.)        | DI-5R     | \$190.00 | DI-5C     | \$140.00         |

# Skill building silent color films

Silent loop films provide concise, detailed review of athletic skills. Use them for drill and for private, individual instruction.



The effectiveness of this visual concept is particularly valuable to physical education and athletics instruction. Through careful examination of the repeated performance of an expert, the student acquires knowledge and understanding of fundamental techniques. Without having to demonstrate each movement, the instructor is free to comment and emphasize key movements.

#### **Simplicity of operation**

Loop films never need threading or rewinding. Cartridge loading eliminates all old-fashioned handling and threading. To change films, simply pull out the cartridge and insert another. It takes just a few seconds, and virtually anyone can operate the projector without special instruction.

#### **Versatility**

Cartridge films may be shown most anywhere. In the classroom, gymnasium or even out-of-doors. Changing instructional areas is not a problem. The projector is about the size of a telephone, and can be transported easily.

Additional instruction is offered in concisely edited booklets prepared by consultants to each loop film series. A "Sports Techniques Instructor's Guide" accompanies each cartridge unit. Students view the films and use the guide to learn basic techniques while the instructor is engaged in other activities.

#### **Production Quality**

All "Sports Techniques" sequences are filmed simultaneously from as many as four angles, in full color. While this is an expensive production procedure, it allows only the best footage to be selected for final printing. It also means that the viewer sees the same movement from as many as four angles.

Scenes are photographed in 16mm, then adapted to Super 8mm for outstanding production quality.

#### **Presentation**

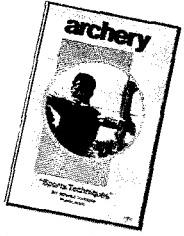
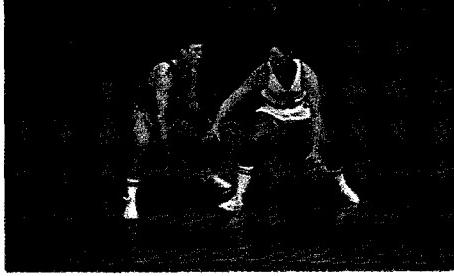
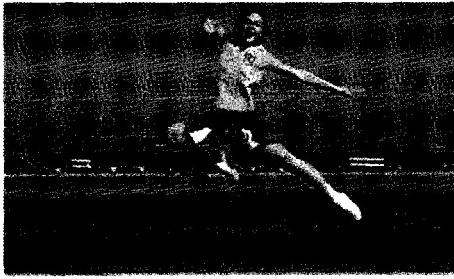
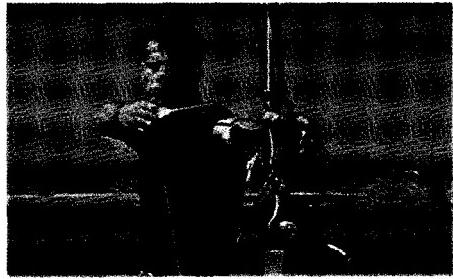
Each loop presentation employs normal and slow motion to analyze complicated movements. Stop action and freeze frames are utilized within each sequence to point out the most critical actions of the movement. Diagrams and captions superimposed on the film also assist instructors and students in identifying key techniques.

The benefits of using "Sports Techniques" films, as seen by Professor Richard Perry of USC's Physical Education Department is that, "Unlike the 16mm classroom projector, the Super 8 system can be taken almost anywhere, even on the tennis court. Students can get the kinesthetic feel for the game as they watch the film." This on-location "extra-teacher" supplements instruction and permits additional time with individual students.

Coach J. Stevenson, also of USC's Physical Education Department, uses the films during her indoor gym classes. After going through the film a few times with students to "give them an overview," she then uses stop-action to show hip, height, balance and positioning. Students can then re-enact filmed routines and replay cartridges as required to supplement teacher instruction.

In reviewing the wide variety of films offered by The Athletic Institute in the next several pages, you are certain to find materials which will help you improve or expand your athletic programs.

# Skill building silent color films



Supplement your film instruction program with Sports Techniques Books, published only by The Athletic Institute.

## Men's Archery

Consultant: Don Ward

Demonstrator: Hardy Ward

MN-1 Stance—Nocking the Arrow

(3.38)

MN-2 Draw, Aim and Hold

(3.30)

MN-3 Release and Follow Through

(3.30)

\$22.95 each

## Women's archery

Consultant: Don Ward

Demonstrator: Doreen Wilber

WN-1 Stance—Nocking the Arrow

(3.38)

WN-2 Draw, Aim and Hold

(3.36)

WN-3 Release and Follow Through

(3.30)

\$22.95 each

## Badminton

Consultant: Dr. James Breen  
George Washington University

Demonstrators: Jim Poole, Margaret Varner, James Breen, Janette Breen

C-1 Grip and Cocking

(3.42)

C-2 Footwork

(3.48)

C-3 High Deep Serve

(3.42)

C-4 Low Short Serve

(3.42)

C-5 Drive Serve

(3.40)

C-6 Flick Serve

(3.40)

C-7 Forehand Overhead Shots—  
Defensive Clear— Attacking Clear

(3.46)

C-8 Forehand Overhead Shots—  
Smash—Drop

(3.46)

C-9 Backhand Overhead Shots—  
Defensive Clear— Attacking Clear

(3.46)

C-10 Backhand Overhead Shots—  
Smash—Drop

(3.42)

C-11 Drive Shots—Underhand  
Clear Shots

(3.42)

C-12 Net Shots

(3.42)

C-13 Around the Head Shots—

(3.42)

Clear—Smash—Drop

(3.42)

\$22.95 each

## Basketball

Consultants: George King, Bob King, Joe Sexson, Dave Toney

Demonstrators: 1970 Purdue University Basketball Team Members

TRM-1 Speed Dribble—Control Dribble (3.40)

M-2 Crossover Change— (3.40)

Reverse Pivot Change

M-3 Drive—Crossover Drive (3.32)

M-4 Chest Pass—Overhead Pass (3.32)

M-5 Lay-up Shot (3.16)

M-6 Inside Power Shot (3.12)

M-7 Jump Shot (3.14)

M-8 Turnaround Jump Shot (3.28)

M-9 Rebounding (3.36)

\$22.95 each

## Women's Basketball

Consultant: Billie J. Moore

Demonstrators: California State at Fullerton, California Team Members

TRWB-1 Basic Dribble—Control Dribble—Speed Dribble (3.42)

WB-2 Crossover Dribble— (3.42)

Reverse Dribble

WB-3 One-on-One Drives (3.48)

WB-4 Chest Pass—Bounce Pass (3.44)

WB-5 Overarm Pass—Overhead Pass—Underhand Pass (3.52)

WB-6 Lay-Up Shot (3.27)

WB-7 Jump Shot—One Hand Set Shot—Turnaround—Jump Shot (3.48)

WB-8 Rebounding—Blocking Out (3.27)

\$22.95 each

## Cheerleading

Consultants: Ron Zucchelli and Jean Zucchelli

Demonstrators: Marcia Schrecengost, Paul Ignozzi, Vicki Veltri

R-1 Side Stride Jump—Side Stride Jump with Twist (3.44)

R-2 Approach—Front Stag Jump (3.32)

R-3 Side Stag Jump (3.36)

R-4 Nationwide Split Jump (3.22)

R-5 "C" Jump—Back Arch Jump (3.40)

R-6 Back Straddle Sit (3.30)

R-7 Modified Mercury and Mercury (3.42)

R-8 Shoulder Mount—Thigh Stand—Side Stag Stand (3.40)

R-9 Three Person Straddle Catch—Three Person Split Balance (3.44)

R-10 Cheerleading Chants (3.44)

\$22.95 each

## Fencing with the Foil

Consultants: Dr. Maxwell Garret, Michael Alaux

Demonstrators: Mike Gaylor, Michel Alaux, Anne Seppala

TRH-1 Foil—Grip—Target (3.36)

H-2 On-Guard—Advance—Retreat (3.44)

H-3 Thrust—Lunge (3.32)

H-4 Balestra—Balestra Lunge (3.32)

H-5 Recovery Backward—Recovery Forward (3.34)

H-6 Lateral Parry and Riposte [Sixte (6th)—Quarte (4th) Positions] (3.38)

H-7 Circular Parry and Riposte [Sixte (6th)—Quarte (4th) Positions] (3.28)

H-8 Semicircular Parries and Riposte [Septine (7th)—Octave (8th) Positions] (3.50)

H-9 Disengage and Disengage Lunge (3.34)

H-10 Coupé and Coupé Lunge (3.36)

H-11 The Beat and The Change Beat (3.30)

H-12 The Beat—Disengage and the Change Beat—Disengage (3.42)

# Skill building silent color films



Supplement your film instruction program with **Sports Techniques Books**, published only by The Athletic Institute.

|                                                          |        |
|----------------------------------------------------------|--------|
| H-13 The Pressure and the Pressure-Disengage             | (3.42) |
| H-14 Straight Feint—Feint to Low Line—Feint to High Line | (3.42) |
| H-15 Compound Attacks Employing Disengage Feints         | (3.48) |
| H-16 Parry—Straight Riposte (Counterattack)              | (3.28) |
| H-17 Parry—Disengage Riposte (Counterattack)             | (3.44) |
| H-18 Parry—Compound Riposte (One-Two and Double)         | (3.40) |
| H-19 The Individual Lesson                               | (3.46) |
| <b>\$22.95 each</b>                                      |        |

## Fencing with the Sabre

Consultants: Dr. Maxwell Garret, Csaba Elites

Demonstrator: Jack Keane

|                                                      |        |
|------------------------------------------------------|--------|
| HS-1 Fundamentals Offensive Actions                  | (3.42) |
| HS-2 Parry Positions                                 | (3.12) |
| HS-3 Head Cut                                        | (3.32) |
| HS-4 Cheek Cut                                       | (3.22) |
| HS-5 Arm Cut                                         | (3.40) |
| HS-6 Flank Cut                                       | (3.46) |
| HS-7 Chest Cut                                       | (3.22) |
| HS-8 Belly Cut                                       | (3.40) |
| HS-9 Point Thrust                                    | (3.46) |
| HS-10 Single Feint Attacks Attacks Against the Blade | (3.44) |
| HS-11 Beat—Belly Cut                                 | (3.38) |
| HS-12 Beat—Arm or Wrist Cut                          | (3.38) |
| HS-13 Beat—Head Cut                                  | (3.46) |
| HS-14 Fleche (Running) Attack Defensive Actions      | (3.36) |
| HS-15 Quinte (Fifth) Parry                           | (3.32) |
| HS-16 Tierce (Third) Parry                           | (3.42) |
| HS-17 Quarte (Fourth) Parry                          | (3.44) |
| HS-18 Compound Riposte                               | (3.42) |
| HS-19 Action with Secondary Intentions               | (3.42) |
| HS-20 Time Cuts and Thrusts                          | (3.26) |
| HS-21 Free Lesson                                    | (3.28) |
| <b>\$22.95 each</b>                                  |        |

## Field Hockey

Consultants: Grace Robertson, Betty Shellenberger

Demonstrators: Robin Cash, Patricia Davis, Suzanne Honeyset

|                                                                         |        |
|-------------------------------------------------------------------------|--------|
| S-1 Stick Handling—Dribbling                                            | (3.28) |
| S-2 Fielding                                                            | (3.28) |
| S-3 Drive—Drive to the Left                                             | (3.28) |
| S-4 Reverse Stick Drive—Drive to the Right                              | (3.30) |
| S-5 Pull to Left Dodge—Scoop Dodge                                      | (3.28) |
| S-6 Dodge to Non-Stick Side Reverse Stick Dodge                         | (3.27) |
| S-7 Push Stroke—Flick Stroke                                            | (3.28) |
| S-8 Passing—Flat Pass—Leading Pass—Through Passing Pass—Triangular Pass | (3.33) |
| S-9 Straight In Tackle—Circular Tackle                                  | (3.30) |
| S-10 Two Hand Tackle from Left—Left Hand Lunge Tackle                   | (3.33) |
| S-11 Goal Tending—Stance—Stop and Clear                                 | (3.00) |
| S-12 Goal Tending—Clear on the Fly—Lunge Stop                           | (3.32) |
| <b>\$22.95 each</b>                                                     |        |

## Football

Consultant: Vic Fusia  
University of Massachusetts

Demonstrators: University of Massachusetts Football Team Members

|                                    |        |
|------------------------------------|--------|
| I-1 Offensive Backs                | (3.50) |
| I-2 Hand Offs                      | (3.52) |
| I-3 Passing Skills (Part I)        | (3.18) |
| I-4 Passing Skills (Part II)       | (3.50) |
| I-5 Center to Quarterback Exchange | (3.32) |
| I-6 Center Snap for Punt           | (3.18) |
| I-7 Center for Field Goal          | (3.38) |
| I-8 Punting                        | (3.48) |
| <b>\$22.95 each</b>                |        |

|                                                                                                |        |
|------------------------------------------------------------------------------------------------|--------|
| I-9 Field Goals and Extra Points                                                               | (3.20) |
| I-10 Middle Guard Play                                                                         | (3.13) |
| I-11 Defensive Tackle Play                                                                     | (3.42) |
| I-12 Offensive Line Blocking                                                                   | (3.35) |
| I-13 Pass Protection                                                                           | (3.36) |
| I-14 Kickoff and Onside Kicks                                                                  | (3.45) |
| I-15 Field Goals and Kickoff (Soccer Style)—featuring Roy Gerela, Terry Hanratty and Jon Kolb. | (3.48) |

## Golf: Men & Women

Consultant: The National Golf Foundation

|                                           |        |
|-------------------------------------------|--------|
| V-1 The Grip—The Address Routine          | (3.45) |
| V-2 The Full Swing—Woods and Irons        | (2.47) |
| V-3 The Short Approach—Pitch and Run Shot | (3.06) |
| V-4 The Putt                              | (2.47) |
| V-5 The Sand Explosion Shot               | (2.58) |
| V-6 Uneven Lies—Uphill—Downhill—Sidehill  | (2.28) |

**\$22.95 each**

## Men's Gymnastics

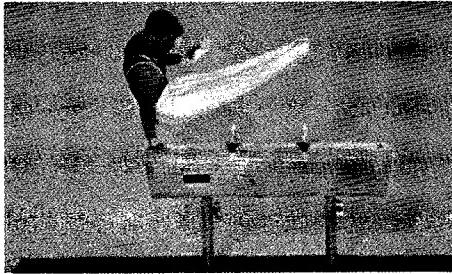
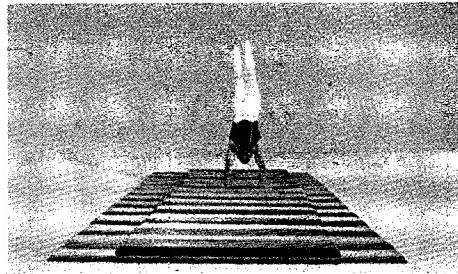
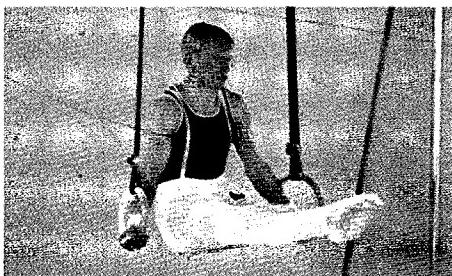
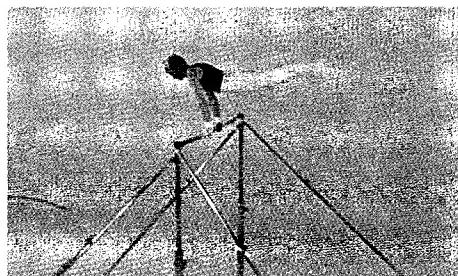
Consultant: Dr. Newton Loken, University of Michigan

Demonstrators: University of Michigan Gymnastics Team Members

## Balancing Elementary Level

|                                                                      |        |
|----------------------------------------------------------------------|--------|
| G-1 Squat Headbalance—Squat Hand balance                             | (3.48) |
| G-2 Squat Headbalance—Press to Headstand—Straddle Press to Headstand | (3.50) |
| <b>\$22.95 each</b>                                                  |        |

# Skill building silent color films



Supplement your film instruction program with Sports Techniques Books, published only by The Athletic Institute.

## Tumbling Intermediate Level

|                     |                                                                                  |        |
|---------------------|----------------------------------------------------------------------------------|--------|
| G-3                 | Forward Roll—Backward Roll                                                       | (3.34) |
| G-4                 | Back Extension                                                                   | (3.34) |
| G-5                 | Cartwheel                                                                        | (3.22) |
| G-6                 | Headspring                                                                       | (3.16) |
| G-7                 | Handspring—Back Handspring                                                       | (3.50) |
| G-8                 | Roundoff—Roundoff to Back Handspring                                             | (3.22) |
| G-9                 | Back Somersault and Back Alternates—Back Alternates—Roundoff and Back Handspring | (3.40) |
|                     | Back Somersault—Back Handspring                                                  |        |
|                     | Back Somersault—Layout                                                           |        |
| G-10                | Forward Somersault (Russian Forward Somersault                                   | (3.24) |
| G-11                | Roundoff to Back Handspring into Back Somersault with Full and Double Twist      | (3.48) |
| <b>\$22.95 each</b> |                                                                                  |        |

|                     |                                                                                            |        |
|---------------------|--------------------------------------------------------------------------------------------|--------|
| G-21                | Flyaways—Pike and Full Twist                                                               | (3.38) |
| G-22                | Hecht and Straddle Dismounts—Handstand to Straddle Dismount                                | (3.42) |
|                     | Reverse Giant Swing to Straddle Dismount                                                   |        |
| G-23                | Czech Uprise (Czechstemme) Overswing—Czech Uprise from Underswing with $\frac{1}{2}$ Twist | (3.44) |
| G-24                | Endoshoot                                                                                  | (3.42) |
| <b>\$22.95 each</b> |                                                                                            |        |

## Men's Gymnastics: Rings

|                     |                                                          |        |
|---------------------|----------------------------------------------------------|--------|
| G-25                | Basic Movements—Chin-Up to L Position—Alternate Arms Out | (3.46) |
| G-26                | Skin the Cat—Swing to Dismount                           |        |
| G-27                | Muscle-up—Muscle-up Variations                           | (3.16) |
| G-28                | Kip to Support—Dislocate to Reverse Kip                  | (3.24) |
| G-29                | Dislocate—Inlocate                                       | (3.36) |
| G-30                | Shoulder Balance—Handbalance                             | (3.26) |
| G-31                | Shoot to Handbalance—Lower to Back Lever                 | (3.40) |
| G-32                | Regular Giant Swing—Back—Uprise to Handstand             | (3.26) |
| G-33                | Dismounts                                                | (3.44) |
|                     | Full Twist Flyaway Dismount—Straddle Dismount            |        |
| <b>\$22.95 each</b> |                                                          |        |

## Men's Gymnastics: Floor Exercise

|      |                                                                     |        |
|------|---------------------------------------------------------------------|--------|
| G-34 | Front Scale into Front Fall into Single Leg Circles to Forward Roll | (3.24) |
|------|---------------------------------------------------------------------|--------|

## Men's Gymnastics: High Bar

|      |                                                                                                               |        |
|------|---------------------------------------------------------------------------------------------------------------|--------|
| G-13 | Grips—Beginning Movements—Skin the Cat—Single Leg Swing Up Hock Swing Dismount                                | (3.46) |
| G-14 | Forward and Backward Hip Circle                                                                               | (3.40) |
| G-15 | Single Leg Circle                                                                                             | (3.48) |
| G-16 | Forward and Backward Seat Circle                                                                              | (3.36) |
| G-17 | Regular Kip—Back Uprise to Free Back Hip Circle                                                               | (3.48) |
| G-18 | Giant Swings—Regular Giant Swing—Reverse Giant Swing                                                          | (3.50) |
| G-19 | Rear Vaults—Power Swing to Rear Vault—Reach Under to Rear Vault Reverse Giant Swing Reach Under to Rear Vault | (3.34) |
| G-20 | Giant Swing Variations—Cross Change—Pirouette—Inside Change                                                   | (3.14) |

|                     |                                                                                                                   |        |
|---------------------|-------------------------------------------------------------------------------------------------------------------|--------|
| G-35                | Double Tap Handstand into Forward Roll with Straight Legs                                                         | (3.40) |
|                     | Forward Roll into Punch Front Somersault                                                                          |        |
| G-36                | Sitting Half Twist to Handstand Half Twist into Handstand—Snap Down into Forward Roll to Straddle Stand—Valdez    | (3.34) |
| G-37                | Neck Spring with Half Twist from Seat—Full Twist to seat to Half Twist to Handstand                               | (3.36) |
| G-38                | Front Fall Half Turn to Sitting Position into Back Handspring to Stand—Full Twisting Forward Dive and Roll        | (3.46) |
| G-39                | Twisting Back Dive to Forward Roll—One and One-Half Twisting Back Dive to Forward Roll                            | (3.20) |
| G-40                | Bent Arm Straight Leg Press to Headstand—Straight Arm—Straight Leg Press to Handstand—Press to Wide Arm Handstand | (3.44) |
| <b>\$22.95 each</b> |                                                                                                                   |        |

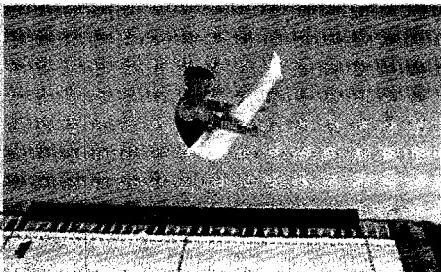
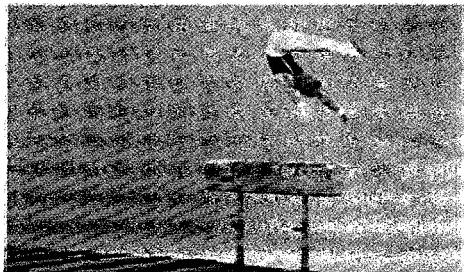
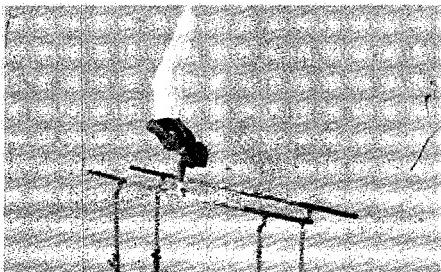
## Men's Gymnastics: Side Horse

|                     |                                                            |        |
|---------------------|------------------------------------------------------------|--------|
| G-42                | Basic Swings—Single Leg—Single Leg Half Circle             | (3.44) |
| G-43                | Scissors—Regular—Reverse                                   | (3.48) |
| G-44                | Double Leg Circles                                         | (3.40) |
| G-45                | Double Leg Travel to Schwabenwende and Loop Dismount       | (3.22) |
| G-46                | Stockli—Back Stockli                                       | (3.28) |
| G-47                | Löp Dismount                                               | (3.32) |
| G-48                | Intermediate Movements Czechkehre Mount—Double Leg Circles | (3.22) |
|                     | Czechkehre—Back Stockli—Dismount                           |        |
| G-49                | Schwabenflanke—Schwabenwende                               | (3.14) |
| <b>\$22.95 each</b> |                                                            |        |

# Skill building silent color films



Supplement your film instruction program with Sports Techniques Books, published only by The Athletic Institute.



## Men's Gymnastics: Vaulting

- G-50 Straddle Vault from Far End—  
Hecht Vault from Far End (3.30)  
G-51 Stoop Vault from Far End—  
Stoop Vault from Near End (3.34)  
G-52 Yamashita from Near End—  
Handspring Pike from Near End (3.28)

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- G-58 Underbar Somersaults (Felgen) (3.26)  
Underbar Somersault from

Stand to Support  
(Felge to Support)  
Underbar Somersault to  
Support to Dismount  
Underbar Somersault to  
Handstand

- G-59 Back Somersaults—  
Back Somersault to Support  
to Dismount  
Back Somersault to  
Handstand

- G-60 Dismount Variations—  
Front Vault  $\frac{1}{2}$  Twist—  
Rear Vault  $\frac{1}{2}$  Twist  
Front Somersault—Back  
Somersault

- G-61 Regular Stutzekehre and  
Reverse Stutzekehre from  
Upper Arms Support

- G-62 Streuli

- G-63 Handstand Pirouettes (Pivots)

Pirouette Forward—Handstand  
Pirouette Backward  
Pirouette Backward to  
Handstand to Pirouette  
Forward  
One Bar Full Pirouette

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- G-68 Back Somersault with  
Variations (3.13)  
Back Somersault—Pike

- Back Somersault  
Layout Back Somersault  
G-69 Barani with Variations—  
Barani—Tuck Barani—  
Pike

- G-70 Twisters—  
Back Somersault with  $\frac{1}{2}$   
Twist (3.21)

- Back Somersault with Full  
Twist

- G-71 Intermediate Routines—  
Rudolph (Forward Somersault  
with  $\frac{1}{2}$  Twist) (3.26)

- Back Somersault (Tuck)  
Back Somersault with Full  
Twist

- Barani (Pike Position)  
Back  $\frac{1}{2}$  Somersault (Pike)  
to Front Drop  
Cody (Tuck)

- G-72 Cody Variations—  
 $\frac{1}{4}$  Back Somersault to Cody  
 $1\frac{1}{4}$  Back Somersault to  
Double Cody (3.00)

- Full Twisting  $1\frac{3}{4}$  Back  
Somersault to Double Cody

- G-73 Double and Triple Backward  
Somersaults (2.50)

- G-74 Fliffs Variations (Part 1)  
Barani-Out Fliffs—Half  
Out Fliffs (3.36)

- G-75 Fliffs Variations (Part 2)  
Full in Fliffs—Full Out  
Fliffs (2.57)

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## Men's Gymnastics: Trampoline

- G-56 Shoulder Balances—  
Straddle Seat—Press to  
Shoulder Balance (3.35)  
Swing to Shoulder Balance
- G-57 Hand Balances—  
Bent Arm Press with Straight  
Legs to Handstand  
Bent Arm Straight Body Press  
to Handstand  
Swing to Hand Balance

- G-64 Beginning Routine—  
Seat Drop to All Fours to  
Front Drop to Knee Drop

- G-65 Back Drop—Cradle

- G-66 Swivel Hips—Turntable

- G-67 Front Somersault with  
Variations

Front Somersault—Front  
 $1\frac{1}{4}$  Somersault  
Dive to Back Drop to  
Ball out to Feet

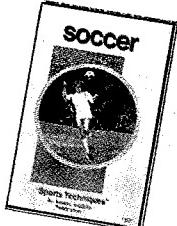
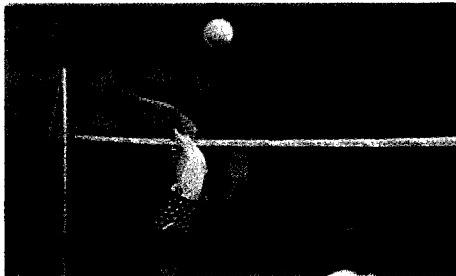
(3.30)

(3.38)

(3.30)

(3.26)

# Skill building silent color films



## Handball

**Consultant:** Pete Tyson, University of Texas

**Demonstrator:** Paul Haber, Professional Handball Association, Inc.

|                       |        |
|-----------------------|--------|
| LA-1 Overhand Stroke  | (3.36) |
| LA-2 Underhand Stroke | (3.40) |
| LA-3 Sidearm Stroke   | (3.40) |
| LA-4 Serves           | (3.41) |
| LA-5 Backwall Returns | (3.39) |
| LA-6 Pass Shots       | (3.41) |
| LA-7 Kill Shots       | (3.40) |
| LA-8 Ceiling Shot     | (3.23) |
| LA-9 Hook Shots       | (3.40) |

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## Ice Hockey

**Consultant:**

Jack Riley, United States Military Academy (West Point)

**Demonstrators:**

United States Military Academy (West Point) Hockey Team Members

|                                                 |        |
|-------------------------------------------------|--------|
| J-1 Skating Forward and Backward                | (3.44) |
| J-2 Cutting—Quick Turn                          | (3.42) |
| J-3 Stopping                                    | (3.50) |
| J-4 Stick Handling                              | (3.46) |
| J-5 Quick Wide Dribble and Quick Inside Dribble | (3.28) |
| J-6 Passing—Receiving                           | (3.48) |
| J-7 Forehand and Backhand Shot                  | (3.46) |
| J-8 Slap Shot and Wrist Snap Shot               | (3.50) |
| J-9 Goal Tending—Stance—Playing the Angles      | (3.50) |
| J-10 Goal Tending—Basic Saves (Part I)          | (3.46) |
| J-11 Goal Tending—Basic Saves (Part II)         | (3.42) |

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## Power Volleyball

**Consultants:**

Jim Coleman, Harlan Cohen, John Lowell

**Demonstrators:**

Pan American Games and U.S. Olympic Volleyball Team Members

|                                 |        |
|---------------------------------|--------|
| A-1 The Serve                   | (3.50) |
| A-2 The Underhand Pass          | (3.18) |
| A-3 The Set                     | (3.52) |
| A-4 The Spike                   | (4.12) |
| A-5 The Japanese Roll—The Block | (3.58) |

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## Women's Power Volleyball

**Consultant:** Jim Coleman

**Demonstrators:**

E Pluribus Unum Team Members, Houston, Texas  
1973 AAU and USVBA National Women's Volleyball Champions

|                                                  |        |
|--------------------------------------------------|--------|
| PV-1 Overhand Floating Serve—Overhand Spin Serve | (3.52) |
| PV-2 Roundhouse Floating Serve—The Forearm Pass  | (3.52) |
| PV-3 The Set—Back Set                            | (3.52) |
| PV-4 The Spike                                   | (3.48) |
| PV-5 Japanese Roll                               | (3.12) |
| PV-6 The Dive                                    | (3.12) |
| PV-7 Single Blocking—Double Blocking             | (3.52) |

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## Skiing

**Consultant:**

Dr. Cyrus Smythe, University of Minnesota

**Demonstrators:**

Paul Mascotti, Dennis Raedeke, Kathleen Nelson, Cyrus Smythe

|                                             |        |
|---------------------------------------------|--------|
| E-1 Natural Instinct vs. Learned Techniques | (3.42) |
| E-2 Speed Control (Snowplow)                | (3.40) |

Supplement your film instruction program with Sports Techniques Books, published only by The Athletic Institute

|                                     |        |
|-------------------------------------|--------|
| E-3 Speed Control Turns (Snowplow)  | (3.42) |
| E-4 Traverse                        | (3.50) |
| E-5 Stem Turn                       | (3.44) |
| E-6 Side Slipping—Uphill Turns      | (3.42) |
| E-7 Stem Christie                   | (3.18) |
| E-9 Parallel Turns                  | (3.22) |
| E-10 Speed Control (Parallel Turns) | (3.42) |
| E-11 Parallel Turns (Short Turns)   | (3.32) |
| E-12 Tricks Charleston              | (2.50) |

\$22.95 each

## Soccer

**Consultant:**

Gene Kenney, Michigan State University

**Demonstrators:**

Alexander Skotarek, George K. Janes, Edward Skotarek

|                              |        |
|------------------------------|--------|
| F-1 Kicking                  | (3.42) |
| F-2 Trapping (Ground Balls)  | (3.12) |
| F-3 Trapping (Balls in Air)  | (3.32) |
| F-4 Heading and Back-Heading | (3.42) |
| F-5 Dribbling                | (3.42) |
| F-6 Tackling                 | (3.32) |
| F-7 Throw In                 | (3.42) |
| F-8 Goal Keeper (Part I)     | (3.42) |
| F-9 Goal Keeper (Part II)    | (3.42) |
| F-10 Goal Keeper (Part III)  | (3.42) |
| F-11 Goal Keeper (Clearing)  | (3.42) |

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## Tennis

**Consultant:** Dave Snyder, University of Texas

**Men's Demonstrator:** Craig Hardy

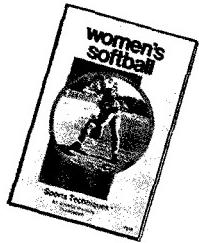
**Women's Demonstrator:** Peggy Michel

**Men's Tennis**

|                          |        |
|--------------------------|--------|
| MK-1 Forehand Stroke     | (3.42) |
| MK-2 Forehand Variations | (3.32) |
| MK-3 Backhand Stroke     | (3.32) |
| MK-4 Backhand Variations | (3.42) |
| MK-5 Volley              | (3.42) |
| MK-6 Basic Serve         | (3.42) |

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MK-7 Flat Serve—American Twist Serve (3.24)  
MK-8 Overhead Drive (3.44)  
**\$22.95 each**

## Women's Tennis

VK-1 Forehand Stroke (3.34)  
VK-2 Forehand Variations (3.40)  
VK-3 Backhand Stroke (3.42)  
VK-4 Backhand Variations (3.42)  
VK-5 Volley (3.34)  
VK-6 Basic Serve (3.42)  
VK-7 Flat Serve—American Twist Serve (3.30)  
NK-8 Overhead Drive (3.21)  
**\$22.95 each**

## Women's Softball

Consultant: Carol Spanks  
Demonstrators:  
Members of the Orange City (Calif.) Lionettes Women's Softball Team

SB-1 Overhand Throw—Sidearm Throw (3.45)  
SB-2 Catching Above Waist—Catching Below Waist (3.45)  
SB-3 Fielding Long Hit Fly Ball—Fielding Ground Ball (3.48)  
SB-4 Batting (3.42)  
SB-5 Sacrifice Bunt—Bunt for Base Hit (3.42)  
SB-6 Running To First Base—Running Extra Bases—Runner's Leadoff (3.42)  
SB-7 Defensive Run Down (3.30)  
SB-8 Hook Slide—Straight-In Slide (3.42)  
SB-9 Pitching—Windmill Style—Slingshot Style (3.42)  
SB-11 Tag Outs—Force Outs (3.50)

SB-12 Double Play By Shortstop—Double Play By Second Base Woman (3.48)  
SB-13 The Catcher (3.15)  
**\$22.95 each**

## Men's Track and Field

Consultants:  
Bob Timmons, John Mitchell, University of Kansas

Demonstrators:  
University of Kansas Track Team Members  
D-1 Pole Vault (Fiberglas) (3.42)  
D-2 High Jump (3.38)  
D-3 Javelin (3.34)  
D-4 Shot Put (3.42)  
D-5 Discus (3.40)  
D-6 Long Jump (3.38)  
D-7 Triple Jump (3.40)  
D-8 Sprint Starts (3.44)  
D-9 Intermediate & Low Hurdles (3.42)  
D-10 High Hurdles (3.34)  
D-11 Sprint-Baton Passing (3.40)  
D-12 Distance—Baton Passing (2.48)  
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## Women's Track and Field

Consultant: Will Stephens

Demonstrators:  
National Champions and U.S. Olympics Team Members

P-1 Shot Put (3.24)  
P-2 Discus (3.46)  
P-3 Javelin (3.28)  
P-4 Hurdles (3.26)  
P-5 Sprint Starts (3.42)  
P-6 Long Jump (3.36)  
P-7 High Jump (3.42)  
P-8 Relay Baton Passing (3.50)

**\$22.95 each**

## Wrestling

### Consultants:

Myron Roderick and Terry McCann  
United States Wrestling Federation

### Demonstrators:

Freestyle  
Larry Owings and Wayne Weltz

### Demonstrators:

Greco Roman  
Dave and Jim Hazewinkel

### Freestyle

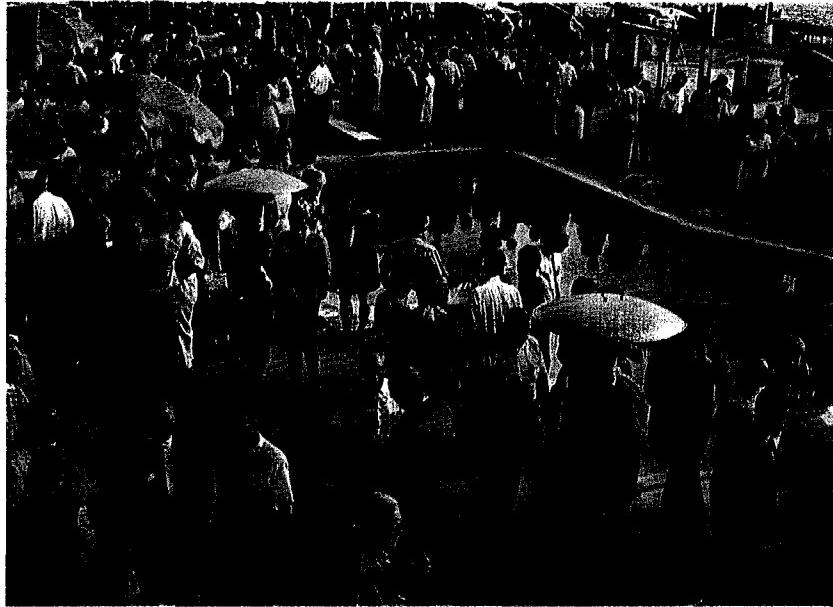
TF-1 Single Leg Pickup (3.38)  
TF-2 Arm Drag with Double Pickup (3.26)  
TF-3 Arm Drag with Back Heel (3.24)  
TF-4 High Crotch (Single Leg) (3.30)  
TF-5 High Crotch (Double Leg) (3.41)  
TF-6 Front Head Lock—Suplé (3.43)  
TF-7 Bar Arm with Gut Wrench (3.41)  
TF-8 Bar Arm to Walk Over (3.38)  
TF-9 High Scissor (3.46)  
TF-10 Crotch Lift (3.42)  
TF-11 Near Lift with Step Through (3.32)  
TF-12 Ankle Lock (3.44)

### Greco Roman

TG-1 Double Arm Suplé (3.32)  
TG-2 Waist Drop and Suplé (3.40)  
TG-3 Under Arm Spin (3.40)  
TG-4 Duck Under—Suplé (3.32)  
TG-5 Arm and Waist Suplé (3.40)  
TG-6 Head Lock (3.32)  
TG-7 High Shoulder (3.32)  
TG-8 Flying Mare (3.34)  
TG-9 Gut Wrench (3.43)  
TG-10 Reverse Waist Lift (3.32)  
TG-11 Standing Gut Wrench (3.42)

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# Executive health and career satisfaction



Too frequently, many of the people who might gain the most from participation in an industrial recreation program are the people least likely to join in. And again, too frequently it is the busy up and coming or successful executive who just can't find time to participate in physical fitness activities.

And, while most companies recognize the importance of periodic examinations for their executives, many do not encourage their people to keep themselves in shape to insure a good report on the annual checkup.

Most of the ill effects of sedentary jobs, long hours and tight schedules which cause pressure in the executive suite can be alleviated by a well organized physical education and recreation program for your executives.

Certainly, there is the annual golf outing or two, but what about the intervening periods. The occasional golfer, or the occasional participant in any sport, is the one who is most likely to suffer the minor injuries, or to complain about soreness or stiffness the day after the annual event. The person who tries too hard to compete after months or years of inactivity is also the person who might suddenly find he has a heart problem, after a day of unaccustomed activity levels.

The answer, of course, is a regularly scheduled fitness program which overtly encourages participation by everyone on the executive level in your company. There is a sport for virtually everyone, no matter what his or her age or level of conditioning. And often, providing the structure of a program is all that is needed to gain enthusiastic participation by even the most unenergetic desk jockey in the company.

The key to structuring such a program is the fun, the scheduling and the contagious enthusiasm of other workers. And, to get the uninformed moving is sometimes simply a matter of education.

If the man who is accustomed to making decisions and controlling situations feels out of control in an athletic event, either because he is out of shape, or is not familiar with the rules of a game, he will feel foolish and reticent to join in.

By structuring seasonal events such as ski outings, softball games, tennis, handball or racquetball tournaments and perhaps even touch football games; and then preparing your people for action with books and film material, you can reach many of the people who, deep inside, wish that they were able to participate.

**Who are the key performers on your executive team? You'll frequently find that it is the man or woman with a healthy, alert body as well as a healthy and alert mind.**

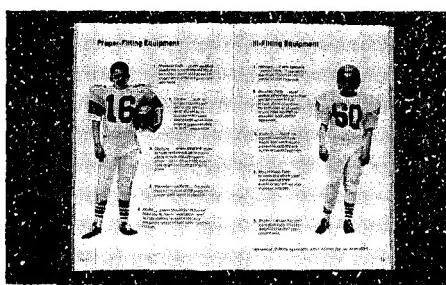
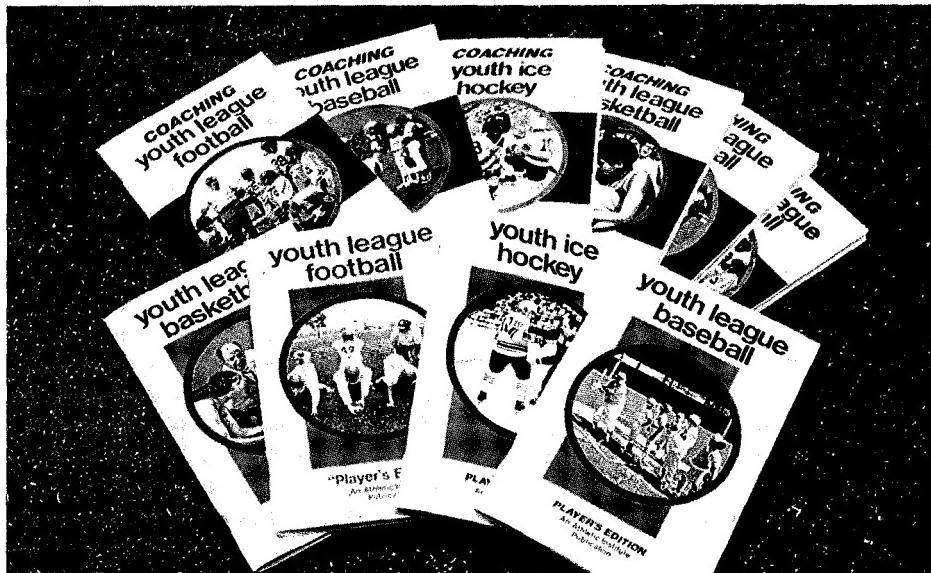
And the benefits to your company are almost too obvious to mention. Your fit and healthy executives will be more productive, have greater stamina and less illness, and they will reinforce their drive for winning which made them successful in the first place. With an athletic program in the executive suite, everyone wins.

For the doubters in your organization who place little value on physical fitness, you can cite a recent survey by the Institute for Aerobics Research in Dallas, Texas. Dr. Kenneth Cooper reported these findings:

Among 3,000 men studied, those with good exercise habits were found to be adding years to their lives by lowering six different risk factors related to heart and circulatory system problems. Men who were in excellent shape were substantially less susceptible to cardio-respiratory illness. Dr. Cooper recommended that men who are out of shape begin gradually to restore fitness with a regular 30 minute per day exercise program. He also advised consulting a doctor before beginning any rigorous fitness program.

# Coaching—a key ingredient

The volunteer coach is indispensable to the success of youth league activities. This series of booklets helps to train more effective coaches, thereby contributing to the success of the programs in your community.



One of the most challenging and satisfying activities in sports is working with young athletes, learning their capabilities with them, and directing them in the development of their skills, their attitudes and their relationships with their peers.

Whether coaching is your vocation or your avocation, you must be aware of the sometimes critical review which youth league sports must sometimes bear. Occasionally, the critics opinions are not unfounded.

The volunteer coach who is a full-time professional must frequently rely upon volunteer helpers when he or she devotes time to community athletic activities. And, even with well meaning volunteers, the attitudes of the community may not reflect the value of the services rendered by part-time youth league workers.

The key to community support and valuable athletic training for young people is training for youth league coaches; both professionals and volunteers. But to effectively train young league coaches, they must first be aware of the needs of the youngsters, the purposes which sports can fulfill, and even their own motivations for participating.

These are the needs and the questions which The Athletic Institute has directed the "Coaching Youth League Sports" series of booklets.

In addition to being an authoritative source for basic information on a given game, each booklet deals with some of the basic strategies, skills, conditioning exercises and principles of the activity. Further, the books carefully examine the role and responsibilities of the professional recreation director and the volunteer coach.

Questions are addressed, and analyzed, of the coach regarding reasons for volunteering, understanding of the job, the personal rewards of the coaching activity and the coaches attitude toward winning as balanced by other benefits of participation.

Safety is also emphasized by the series, in an attempt to reduce the unnecessary injuries and accidents which occur among young players.

## Players editions

Each of the "Coaching Youth League Sports" books is supported by a corresponding players book, aimed at the individual team player. Coaches are urged to issue books to each of their players and potential players, to foster a better understanding of the activity, and to simplify the instructional task of the coach.

Sports subjects covered by the series include Baseball, Basketball, Football, Ice Hockey, and Softball. Books to be published in 1977 include Girls Softball and Youth Wrestling.

In many cases, coaches will find that the Coaching and Player editions of these books are ideally suited to audio-visual reinforcement by means of Athletic Institute film instructional materials.

## Ordering Information

| Title                   | Stock No. | Price  |
|-------------------------|-----------|--------|
| <b>Coaching Series:</b> |           |        |
| Baseball                | CBB-SC    | \$1.95 |
| Basketball              | CBK-SC    | \$1.95 |
| Football                | CFB-SC    | \$1.95 |
| Ice Hockey              | CIH-SC    | \$1.95 |
| Soccer                  | CYS-SC    | \$1.95 |
| *Girl's Softball        | CGS-SC    | \$1.95 |
| *Youth Wrestling        | CYW-SC    | \$1.95 |
| <b>Player's Series</b>  |           |        |
| Baseball                | YBB-SC    | \$1.50 |
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| Football                | YFB-SC    | \$1.50 |
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| Soccer                  | YSO-SC    | \$1.50 |
| *Girl's Softball        | GSB-SC    | \$1.50 |
| *Youth Wrestling        | YWR-SC    | \$1.50 |

\*Available in Fall, 1977.

# Self teaching books reinforce learned skills



Where can you get the benefits of nearly personal instruction in a sports activity from some of the foremost authorities in the world of sports? By reading, and using "Sports Techniques" books published by The Athletic Institute.

The same consultants who assist in Institute motion picture production also assist in the development of the book series. Books may be used by themselves; or as a supplement to audio-visual instruction. The help of these experts insures that all books present the latest techniques suited to the beginner as well as to the experienced performer. Books contain field and court diagrams, simplified rules of play, strategy and tactics information, exercise and conditioning suggestions and tips on how to improve play.

Outlined photographs emphasize key techniques and positions and are complemented by easy to follow word-picture association formats.

Close up photos focus on important placements and relationships, both in body motion studies and in team player relationships. Liberal use of line drawings and diagrams help to differentiate technique fine points.

The 5½ x 8½ page size of these books provides for logical sequence of action development, as shown by rapid sequence photography.

The broad range of activities covered by Sports Techniques books virtually guarantees that there is a book to fill the need of most individuals; and of most athletic instructors who wish to strengthen and broaden their range of athletic activities.

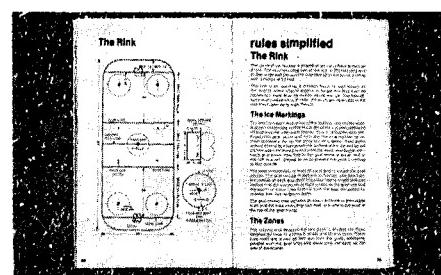
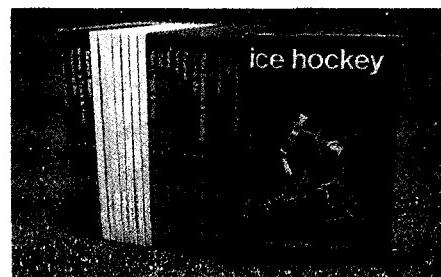
## Library Editions

Hardbound "Sports Techniques" books are ideal for personal, department or school library use. Since hard bound books out-last paperbacks six times to one, these new books are the best buy for your budget.

## Ordering Information

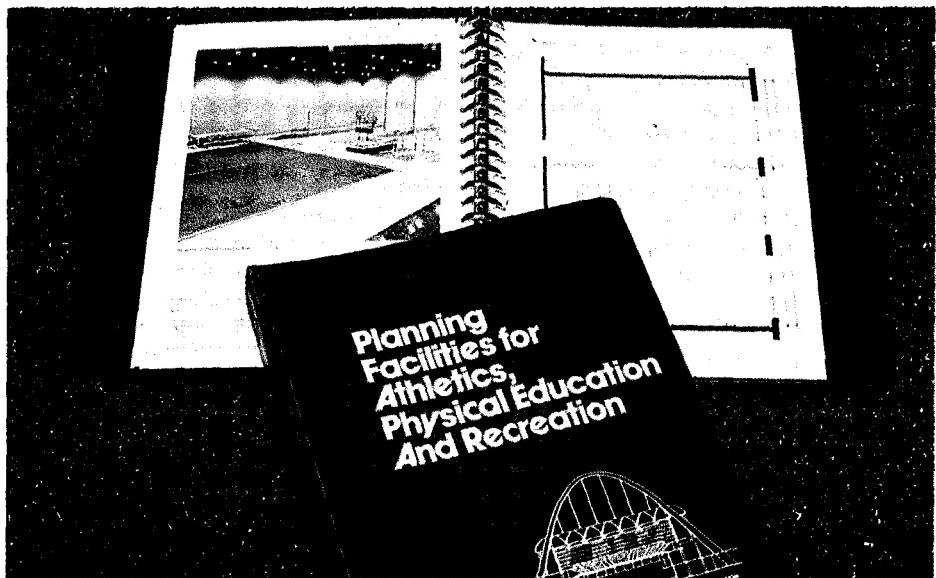
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|------------------------------|----------------------|----------------------|
| Archery                      | AR-HC                | AR-SC                |
| Badminton                    | BA-HC                | BA-SC                |
| Baseball                     | BB-HC                | BB-SC                |
| Basketball                   | BK-HC                | BK-SC                |
| Women's Basketball           | WBK-HC               | WBK-SC               |
| Bowling                      | BL-HC                | BL-SC                |
| Golf                         | GF-HC                | GF-SC                |
| <b>Men's Gymnastics—</b>     |                      |                      |
| Floor Exercise               | MG-1H                | MG-1S                |
| Horizontal Bar               | MG-2H                | MG-2S                |
| Parallel Bars                | MG-3H                | MG-3S                |
| Rings                        | MG-4H                | MG-4S                |
| <b>Side Horse/Long Horse</b> |                      |                      |
| Vaulting                     | MG-5H                | MG-5S                |
|                              | MG-6H                | MG-6S                |
| <b>Women's Gymnastics</b>    |                      |                      |
| Balance Beam                 | WG-1H                | WG-1S                |
| Floor Exercise               | WG-2H                | WG-2S                |
| Parallel Bars                | WG-3H                | WG-3S                |
| Handball                     | HB-HC                | HB-SC                |
| Ice Hockey                   | IH-HC                | IH-SC                |
| Field Hockey                 | FH-HC                | FH-SC                |
| Power Volleyball             | PV-HC                | PV-SC                |
| Skating                      | SK-HC                | SK-SC                |
| Soccer                       | SO-HC                | SO-SC                |
| Women's Softball             | WSB-HC               | WSB-SC               |
| Tennis                       | TN-HC                | TN-SC                |
| Track & Field                | MT-HC                | MT-SC                |
| Women's Track & Field        | WTF-HC               | WTF-SC               |

Skills learned in the classroom and on the field can be reinforced by individual study of Athletic Institute Sports Techniques books.



\$2.95 ea. \$1.50 ea.

# Facilities planning information



Facilities will vary, with the budgets and importance you place on a physical education or fitness program. This guide will help you with both short and long range planning.

With more than 30 years experience in planning facilities publishing, the Institute is pleased to announce the availability of the most up-to-date and complete guide to facilities planning ever published, "Planning Facilities for Athletics, Physical Education and Recreation." This new guide is the result of four years research by noted authorities in fields of architecture, engineering, athletics, physical education and recreation, and represents a co-operative effort of the American Alliance for Health, Physical Education and Recreation and the Institute.

#### This guide is a must for:

- Facility Planners at College, Secondary and Elementary School Levels
- Park and Community Recreation Directors and Staff
- Architects, Engineers and Draftsmen Involved with Facilities Planning
- Facilities Planning Course Instructors and Students
- All Athletic Leaders, Physical Educators, Recreators and Individuals with a Concern to Advance the Building of Truly Functional Sports and Recreational Facilities

#### Looseleaf format offers long-range economy

Much greater utility is offered through the looseleaf binding. Later, additional information can be supplied and inserted easily at very economical cost. Whereas the initial production cost and subsequent price (\$12.50) is more, over the years the cost is less since each revision does not require the printing or purchase of a new book.

#### List of contents

- Part I. Fundamental procedures
  - Chapter 1 The Planning Process
  - Chapter 2 Working with the Architect
  - Chapter 3 Checklist for Facilities Planners
- Part II Indoor facilities
  - Chapter 1 Facilities for Elementary and Secondary Schools
  - Chapter 2 Facilities for Colleges and Universities
  - Chapter 3 Facilities for Research
  - Chapter 4 Facilities for Faculty and Staff
  - Chapter 5 Facilities for Lockers and Showers
  - Chapter 6 Specific Considerations and Features for the Handicapped
  - Chapter 7 Lighting Requirements
  - Chapter 8 Trends in Facilities Concepts
- Part III. Sport and athletic facilities
  - Chapter 1 Fields and Courts
  - Chapter 2 Fieldhouses and Stadiums
- Part IV. Recreation and park area facilities
  - Chapter 1 Recreation Concepts
  - Chapter 2 Indoor Community Areas and Concepts
  - Chapter 3 Outdoor Community Areas and Concepts
  - Chapter 4 Camps and Camping
- Part V. Indoor and outdoor swimming pools
- Appendix I. Glossary
- Appendix II. Annotated Bibliography for Areas and Facilities in Athletics, Physical Education and Recreation

228 Pages

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# Institute Best Sellers

## Contemporary Psychology of Sport

Based on the proceedings of the Second International Congress of Sport Psychology held in Washington, D.C. More than 90 authors contributed to original research papers. At least one half of the papers were delivered by European, South American and Asian researchers. Divided into five sections: "The Athlete and His Personality," "The Athlete and His Social Environment," "The Child at Play," "Learning and Performing Perceptual-Motor Tasks," and "Sport as a Phenomenon for Psychological Inquiry." This substantial-sized publication includes approximately 290 tables, figures and photographs.

**Soft Cover, 880 pp. \$6.50**

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2. To motivate both young and old to take part in some form of sports or recreation activity on a daily basis.

3. To develop the confidence to overcome personal weaknesses and failures, thus providing greater motivation to work for success no matter what one's circumstances or abilities.

4. To assist all people to improve in their well-being through education and involvement in their community and family life.

As these objectives imply, the Institute is committed to providing quality training facilities and equipment for competitive and recreational athletic activities.

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*Planning for the holidays*

# "Light a Christmas Candle" at First of Dallas



**First of Dallas employee (center) presents gifts to residents of a home for the aged.**

### **with Judy Lee Evans**

The First Dallas Club has discovered that one of its most valued employee "recreation" services is helping members serve the community. The "Light a Christmas Candle" program, under the direction of Communication Administrator Judy Lee Evans, won a 1976 NIRA Certificate of Excellence for the First National Bank in Dallas.

"Light a Christmas Candle" originated in the late 1960's when the personnel and employee relations department sought to expand its recreation services. Until that time,

according to Evans, nearly all employee activities funds had been devoted to the bowling program. Although successful in its own right, bowling simply did not satisfy the needs of all employees.

"The Bank wanted to reach out to as many employees as possible," explained Evans recently. A minister's daughter who had been involved in charitable work all her life, Evans suggested the forerunner of today's "Light a Christmas Candle" program. The project name was added in a promotional campaign just three years ago.

It began when she contacted local nursing homes for the names of resident/patients who would appreciate receiving Christmas visits and gifts. Names were distributed through her office to interested employees. Those people then purchased holiday gifts and delivered them in person to the homes.

The success of the first attempt at community work encouraged the First Dallas Club to expand its charity program. Some employees wanted to donate their handicrafts talents to the Christmas effort. Others offered time and transporta-



Santa Claus! A handicapped child thrills to a First Dallas Saint Nick.

tion help. Still others reached into their pockets to purchase gifts and food for needy recipients. With a variety of charitable approaches represented, the First Dallas Club diversified the program to include three basic phases.

### Food Baskets

Every year, the First Dallas Club works with the nearby Wadley Institute of Molecular Medicine to help the families of needy hospitalized patients. The Institute, which draws patients from a wide area around Dallas, provides the club with names of twenty-five patients'

families. First of Dallas employees contribute canned goods and purchase turkeys for each holiday basket. Every year, more than enough food is contributed to fill all the baskets.

### Arts and Crafts

Some talented employees find their greatest pleasure in hand-making gifts. These people donate arts and crafts — some specially made for the holiday project. The Wadley Institute accepts the handicrafts for sale in its gift shop. Proceeds from the sales are donated to the cancer research fund.

### Personal gifts

As many as 1,200 nursing home residents have benefitted from the "Light a Christmas Candle" program in a single season. First Dallas Club members concentrate their efforts in homes which are largely welfare-supported. The Club works with five nursing homes to learn what each resident would like to receive and makes certain that everyone receives a personal gift.

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on following page

## "Christmas Candle" continued

"Some requests are pretty expensive; others are not," said Evans, "but there is always someone who will come through for them. Some employees even buy two or three gifts."

Employees choose their gifts and travel to the nursing homes to deliver them personally. Some participants, especially those who have never been involved in the "Candle" program, said Evans, are ner-

vous on their first visit.

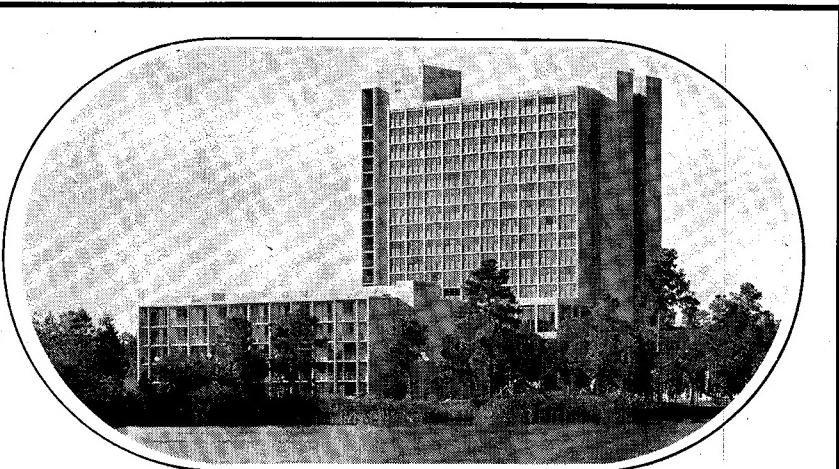
"Some of them are a little afraid," she said. "They don't know how to act or what to say. Usually, I just put down my camera and help someone open his present. The others watch and pretty soon, they're talking to people. By the time they leave, people feel they've had a wonderful experience."

Employees also purchase gifts for the local McDonald's Developmen-

tal Center for Children with Special Problems. The home, which cares for about twenty seriously handicapped children, looks forward to the annual visit from a First Dallas "Santa Claus". Employees are devoted to the McDonald's project and return year-round to visit the children. Many have been involved in the program for several years and take a close personal interest in the progress of the children. Recently, the group added another regular event to its McDonald's involvement — an Easter visit, complete with the Easter Bunny.

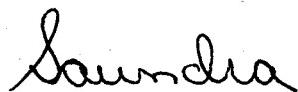
The First Dallas Club is committed to the continuation of the "Light a Christmas Candle" program and works for continuity by preparing volunteers every year to handle the work. The Club maintains its contacts with the Wadley Institute, nursing homes and other charitable institutions throughout the year. Ideally, planning for holiday projects begins each summer. Publicity for most events must be well underway by November 1 to assure well-planned involvement for all interested employees. Often, publicity for handcrafters begins earlier, to allow them time to plan special "Candle" projects.

Those employee volunteers who show exceptional enthusiasm and ability in the "Candle" project are asked to help lead subsequent seasons' work. RM



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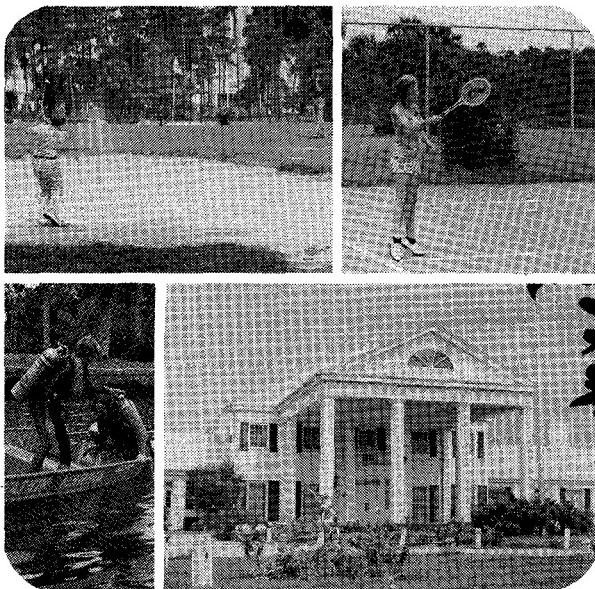
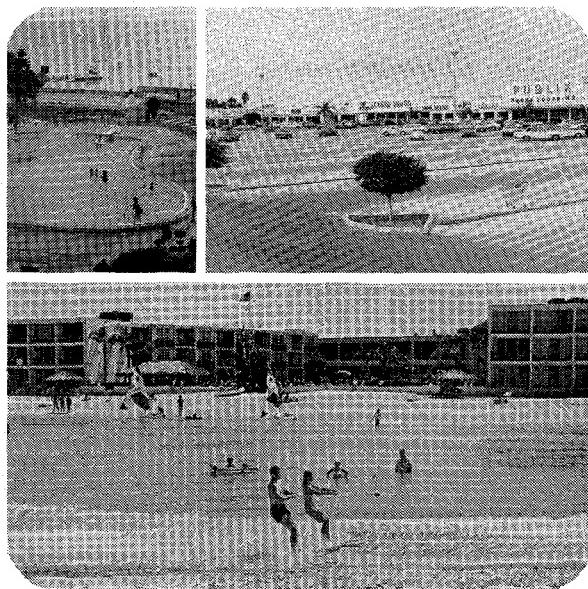
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DALLAS, TEXAS

# The potters' corner

## An experienced ceramist explains how to equip a basic pottery-making facility

by Lee Shaker Eagle

**M**AKING pottery is one of our oldest crafts. For thousands of years people have made functional ceramic pieces, working with clay from the land around them. Water-carrying vessels, plates and cooking ware, as well as decorative pieces have been found in the ruins of most ancient civilizations.

Today, the same pottery making techniques are used by many Americans who make items both to use and to sell. In adult education programs sponsored by community and industrial recreation organizations, two- and four-year colleges and public schools, formal programs in the techniques and technology of ceramics are expanding at a phenomenal rate. According to the head of a college ceramic program, statistics show that ceramics is in first place among courses added in all colleges in the United States since 1970.

Why is this happening? First, the desire for productive recreation — that which leads to an end product — has been growing. Secondly, a real interest in having and using hand made articles of natural materials is flourishing because of the combination of beauty and practicality that they offer. Finally, the challenge and satisfaction of continuous personal growth is a significant and rewarding element of ceramics work. Pottery making offers the beginner the chance to obtain immediately useful results from newly acquired skills; yet, even the most widely recognized potters continue to study, work and change their approaches, after many years of personal development.

There are no natural barriers to developing the liking and the skill for making pottery by hand. Both sexes and all ages can and do enjoy the satisfaction that comes from learning and developing their abilities.

The fundamental steps in pottery making are simple to master. All pottery making starts with a lump of clay. Clay can be formed by hand into what are called "pinch pots". As the phrase implies, the potter simply squeezes the clay into a pleasing pot shape. "Hand built" pottery is usually made from flat rolled slabs, like pie crusts, or snake-like coils. The most demanding pottery making technique is "wheel throwing". Throwing pots on a potter's wheel requires training, patience and practice.

After its shape is formed by one or more of these means, the pot is air dried and then fired in a kiln, or high temperature oven, to a medium hard state. This process is called "bisque" firing. The pottery can then be decorated with paint-like materials and coated with a mixture of chemicals and water. This produces the familiar shiny, glazed surface after a second firing in a kiln. Final additions of accessory items such as handles on tea pots, cork stoppers in bottles and leather thongs on hanging planters, complete each piece.

How does a recreation association begin a pottery making program? Since pottery making is a craft that requires demonstration, discussion and practice before a learner becomes a doer, the successful program will have to proceed under the direction of a skilled instructor. There is no substitute for the new potters' watching and then imitating the experienced clay worker. Good instructors may be found among your co-workers or at a local educational institution. (The author can supply suggestions for sources of qualified teachers.)

Along with instruction, the program must provide some equipment to be used by the budding potters. The equipping of a pottery studio can fall anywhere within a wide range of approaches, from very simple to

complete. In either extreme, the learning and working processes can progress, although some advanced techniques do require relatively sophisticated facilities.

In all cases, the studio should be sized and equipped to permit about fifteen people to work at one time. This is a good number for an effective and economically sound teaching program. As the activity progresses, the members will want and need access to the facility at odd hours to work alone or in small groups. The quarters for your pottery group can be as simple as a shed, garage or basement room. The only technical requirements are power, good ventilation and easy access to running water.

First of all, unless many employees express a strong desire to work on a potter's wheel, the facilities should focus on hand built pottery. This minimizes the early investment and allows attention to be focused on the basic understanding of working with clay and glazes. A beginning pottery workshop should include sturdy work tables, a special wedging table for kneading the wet clay before use, a means of rolling the clay into flat sheets, a supply of plastic buckets, shelves for drying pots and storing materials and, most importantly, a kiln for firing the pottery.

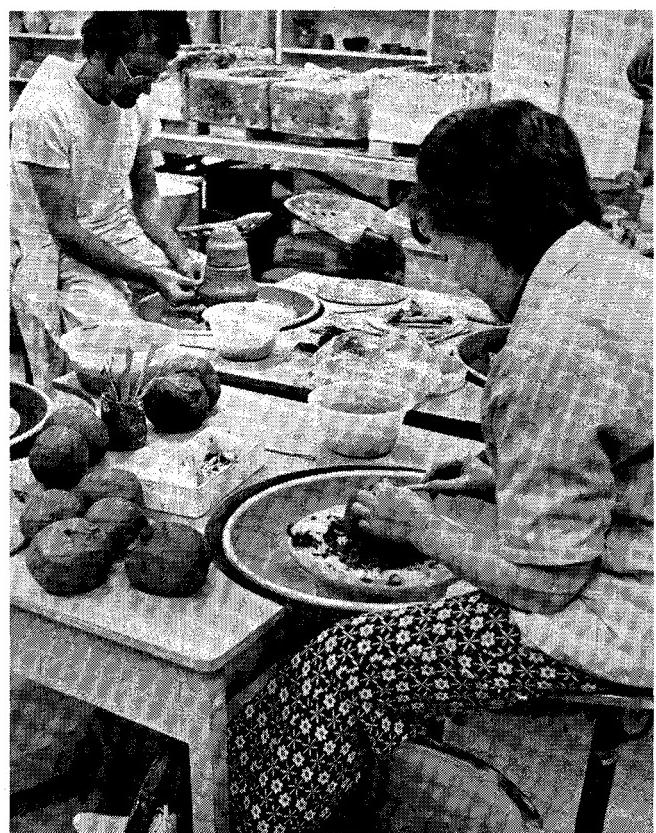
Without a kiln there can be no pottery. A beginning pottery facility can be well-run with an eight cubic foot capacity electric kiln. As the program grows, additional capacity can be added, one kiln at a time. To reach the most flexible level, the facility should have at least one kiln fired by natural or propane gas. Fuel firing permits a wider range of glazing effects and is somewhat more economical.

Back-tracking for a moment to the process of working the moist clay into a finished form, this step can be best accomplished for a group through the use of a "slab roller". This device, which works like an old fashioned clothes wringer, presses a lump of clay into a two- or three-foot wide sheet of the desired thickness. It will easily supply a large number of people with slabs that can be used in a variety of projects.

When the time comes to purchase potter's wheels, the recreation director may choose from two types: kick and electric. Several reputable companies manufacture each type. The kick wheel provides the traditional low cost means of turning the clay for shaping. The power is supplied by the potter, although a motor can be added if desired. An electric wheel, though more expensive, has the advantages of not being as tiring to use and of giving much more accurate speed control. Ideally, a program should buy potter's wheels of both types. Each variety and brand of wheel has a somewhat different "feel" that inevitably leads to individual preferences. Having some variety available usually leads to a greater



**Hand building pottery from clay slabs**



**Throwing pots on a potter's wheel — Photo: courtesy of Montgomery College, Rockville, Md.**

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## Potters' Corner continued

degree of satisfaction among all members of a ceramics group.

After the studio is equipped, decisions must be made about supplies and tools. Clay, the most important supply, should be bought in a ready-to-use moist form. Most areas have reliable ceramic supply warehouses that stock a variety of prepared clays. Avoid suggestions that making clay is a good way to save money. Aside from the expense of the needed equipment, the labor required to mix the clay is a bad investment of your co-workers' valuable recreation time. Glazing with prepared lead-free glazes, bought in the dry form for economy, is recommended as a satisfactory way to start. Many experienced potters use prepared glazes and individualize them with colorants as well as under- and over-glaze decorations. Should the group feel the urge, glazes can be mixed from raw materials, using recipes available in many ceramic texts.

Speaking of texts, there are literally dozens of books on various aspects of ceramics. They are a valuable aid to both new and experienced potters and should be a part of the recreation library. (The author will supply a representative list of some of the most widely accepted books in the field on request.)

Tools for use by ceramic club members should be purchased by each individual and kept as personal property. A representative set of pottery tools should cost no more than \$10.

What return can you expect from an investment of time and money in a pottery group? If my experience with hundreds of organizations is typical, the participants who stick with it will:

- Learn a productive craft that satisfies creative, recreational and practical urges
- Produce useful, unique articles for themselves, to use as gifts or to sell through craft fairs or shops
- Find a source of potential involvement and growth for a lifetime.

Many of the people who begin in a group activity eventually build their own home studios. These few home crafts centers, along with the company ceramics facilities, provide years of creative recreation and eventually become part of employees' retirement activities.



Lee Shaker Eagle has trained and worked as a production potter for nearly ten years. She is President of Eagle Ceramics, Inc., a pottery supply company with warehouses in Rockville, Maryland and Cleveland, Ohio. RM



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# The Chairman of U.S. Steel supports industrial recreation

*"The purpose of an industrial recreation program, of course, is to foster a sense of belonging... a sense of individual and company pride."*

The purpose of an industrial recreation program, of course, is to foster a sense of belonging... a sense of individual and company pride. Years ago, this was accomplished primarily with company baseball and softball leagues, employee bowling teams and other competitive activities. But just as industry has changed, so have industrial employees. Today, their interests continue to include team sports, but they also encompass a broader range of opportunities for self-expression.

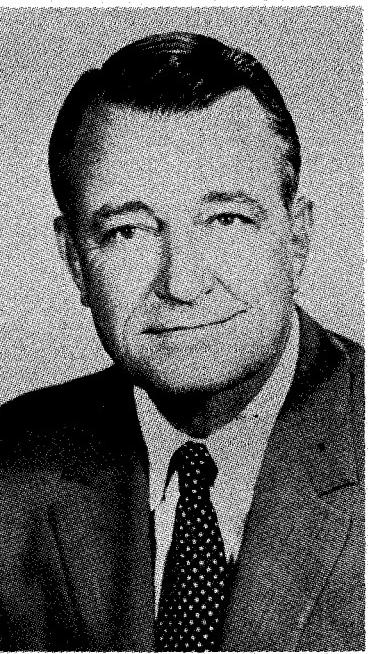
At United States Steel, our employee organizations—one of which was begun almost seventy years ago—put together diverse programs of year-round activities designed to meet the recreational interests of almost every individual. In addition to bowling, golf, tennis and other sports, there are opportunities to enjoy local cultural events, to travel in groups to vacation spots and foreign lands, to socialize at off-hour dances and picnics, and most important, to share one another's interests in music and hobbies.

A very special recreational outlet for our people is a Christmas Choral Festival held annually at U. S. Steel's headquarters

in Pittsburgh, Pennsylvania. It is planned, coordinated, staged and directed entirely by U. S. Steel employees. Thousands of their co-workers and their families attend, and since the event is open to the public, they are joined by many other thousands of local citizens.

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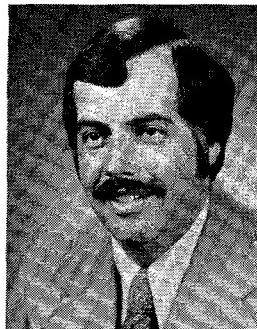


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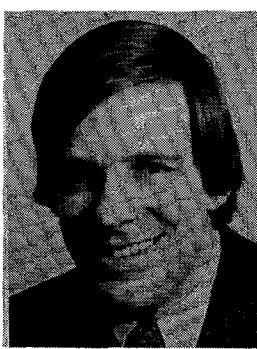
**Arthur L. Conrad**, CIRA, Vice President of Public Relations, has been a manistay of NIRA for many years. As Vice President of Employee and Public Relations for Flick-Reedy Corporation in Bensenville, Illinois, Conrad oversees one of the outstanding employee recreation programs among the nation's smaller companies. His programs have repeatedly won the NIRA Citizens Savings Award. As a member of the Board of Directors and as Vice President of Public Relations for NIRA, Conrad has been invaluable.

Art Conrad earned his A.B. from the University of Notre Dame, his Ed.M. from DePaul University in Chicago and his law degree from Loyola University in Chicago. A lifetime of military, educational, civic and religious service has earned Conrad a lengthy list of honors. He will hold his present term with NIRA until May, 1978.



**Kirt T. "Terry" Compton**, CIRA, is NIRA's Vice President of Regional Management. He is Executive Secretary of the Kodak Park Athletic Association of the Eastman Kodak Company in Rochester, New York. Compton has served on the Board of Directors since 1974. In addition to work with several committees, he has served as Vice Chairman of the 1975 NIRA Conference Program Committee and as Program Chairman for the 1976 Conference and Exhibit. He will occupy his present position until May, 1977.

Compton has earned Associate's Degrees in recreation and business and a B.S. in Personnel Management. He is a member of the advisory board for the recreation degree curriculum at Monroe Community College.



**Stephen D. Waltz**, CIRA, is NIRA's Vice President of Tournaments and Services. Cummins Engine Company, where Waltz is Recreation Director, offers a full recreation program for its employees with one of the most extensive facilities in the midwest. Working closely with Patrick Stinson, Director of Membership, Promotion, and Services, Waltz has supervised NIRA tournaments year-round and made concerted efforts to reassess and improve existing Association contests. In recognition of his efforts for The Association, Waltz was awarded a NIRA Outstanding Leadership Award in 1972.

Waltz earned his B.S. at Purdue, where he specialized in recreation administration. He has supplemented that degree with an M.S. in Physical Education from the University of Washington. RM readers will also know Waltz as the author of Tournament News. **RM**

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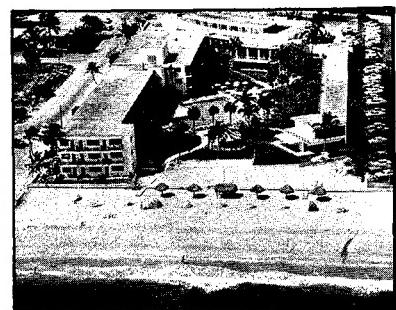
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## Recreation Management

Monthly journal for industrial recreation directors, leaders, and program coordinators. The only publication of its kind in U.S., RM features program ideas, educational material and articles detailing social, athletic, cultural, and service programs in business and industry. Published 10 times per year. NIRA members also receive CIRA Informer, key notes and The Presidents Quarterly.

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# names in the news

**Jerre Yoder** from the Ft. Worth Division of General Dynamics has been promoted to Chief of Employee Services. His new responsibilities include supervision of the General Dynamics Recreation Association which he formerly headed. It also includes administration of the Division's programs for retirement, savings and stock investment, group insurance and medical services. Yoder plans to remain active in NIR, completing his present term as Treasurer and continuing to be involved in Association programs. Yoder's replacement as Manager of the GDRA is Mr. C.D. Simonson.

**John Bowman**, former Recreation Director of Bethlehem Steel in Chesterton, Indiana is now Supervisor of Employment. He is a member of NIR's Board of Directors and hopes to remain active in the Association.

**Marjorie Keane**, former Employee Activities Administrator for Continental Illinois National Bank (Chicago), has moved up to Senior Seminar-Convention Coordinator. She now plans, develops and arranges a variety of events for corporate customers. Among her projects are seminars, conventions, receptions, and athletic outings. Her new business phone is (312) 828-8667.

As many members already know, **Lawrence "Paddy" Luedke**, CIRA, retired from Wisconsin Gas Company June 30 after 50 years' service. He began his career with the Milwaukee-based utility as a 15-year-old messenger. He worked in many positions before being promoted to Supervisor of Welfare and Recreation. **RM**

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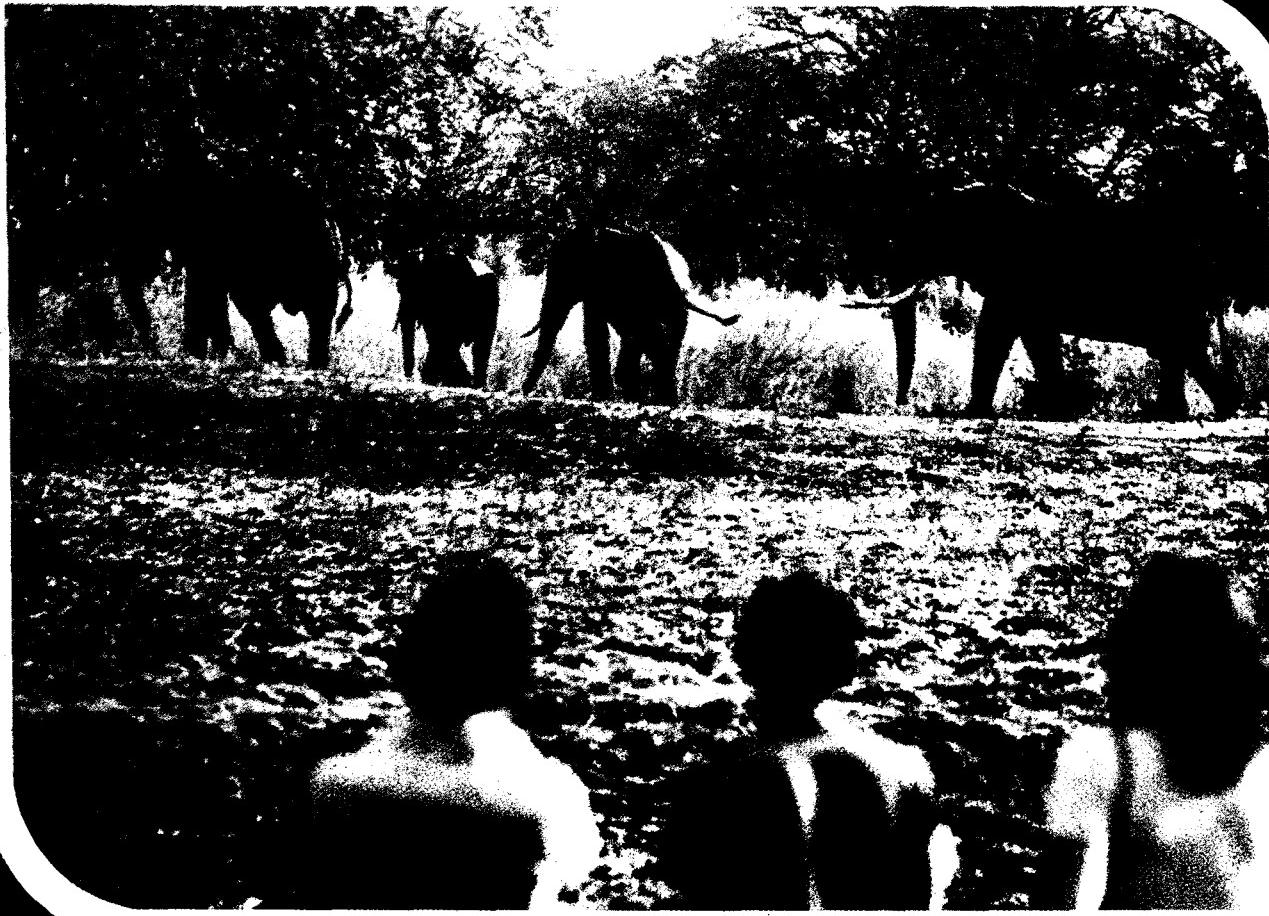
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# recreation management

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## IN THIS ISSUE:

Designing facilities

Report: Region VII Conference

Report: September Board Meeting

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**RECREATION FACILITIES**  
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# El Salvador



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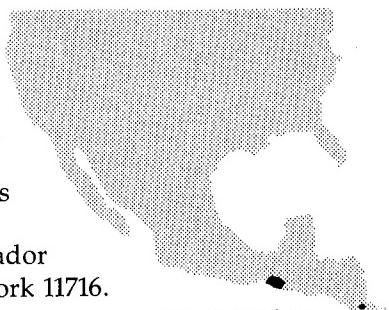
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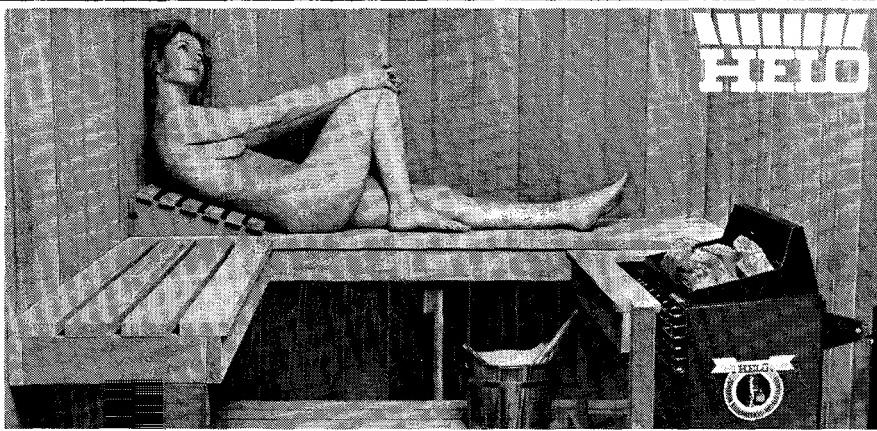
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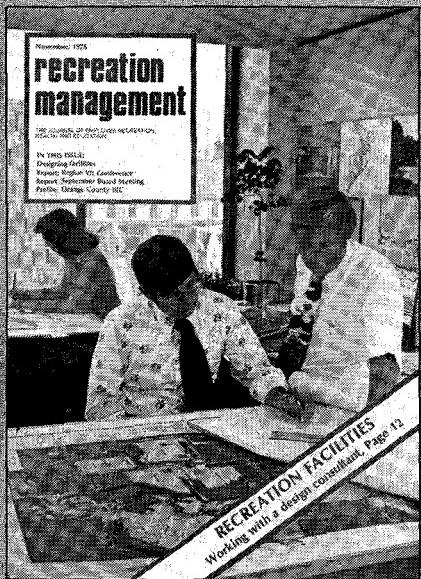
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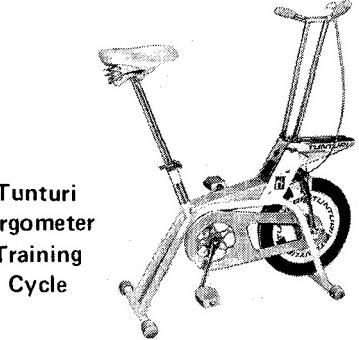
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## about the cover



next month:  
**1977 Buyer's Guide**

A growing number of companies of every size are considering the development of recreational facilities for their employees. In this atmosphere, it is important for recreation directors to know how to work with planning and design consultants. This month's cover story by Anthony W. Kotz explains the basic steps that take a facilities concept to completion. Kotz is a partner in Kotz & Schneider Land and Recreation Planning and Design, a NIRAA Associate member based in Syracuse, New York. Pictured on the cover are his partner, Carl Schneider (right) and associate John Eallonardo, discussing a facilities project.



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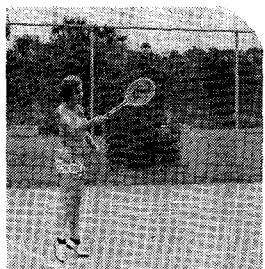
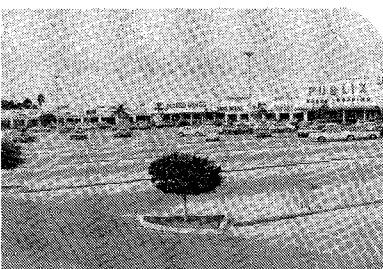
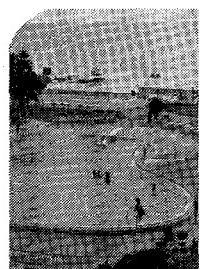
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about our members . . .

# nira news

## New NIRA-wide survey set for January mailing

Every NIRA member will receive an important membership survey shortly after the first of the New Year. The survey, conducted by Abbott, Langer & Associates, consultants, of Park Forest, Illinois, will gather information on industrial recreation programs and professionals. The survey results will help NIRA gain a more detailed knowledge of its members' resources and needs and should provide new clues to the state of industrial recreation throughout the country.

The survey, which will take only a few moments to complete, will gather information on several areas of interest to industrial recreation

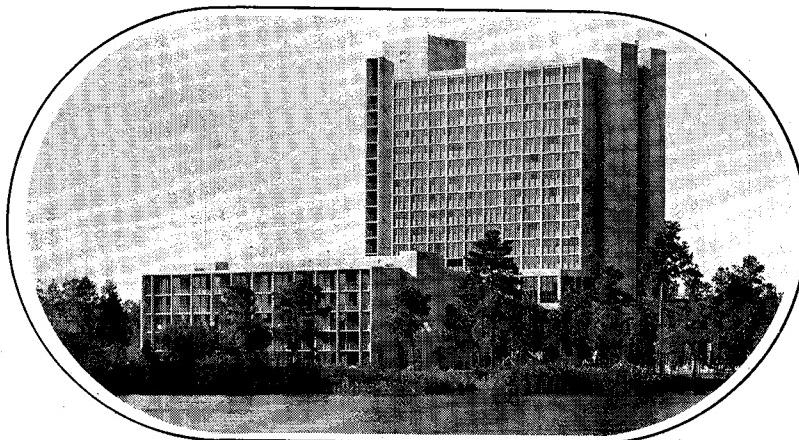
leaders. It will survey salaries for recreation professionals across a spectrum of responsibilities, locations, and industries. It will explore the variations in programs and facilities in the full range of NIRA companies.

This is the first of five surveys planned for NIRA members. The complete series will provide the Association with not only a broad picture of industrial recreation, but also with at least a short-range measure of change within the field.

A summary of the survey results will appear in the May/June issue of *Recreation Management*, for the benefit of all members. The full tabulation and analysis of the results will be available for \$40 to NIRA members, \$60 to non-members. Ten per cent of the income from these sales will come to NIRA. The remainder of the income will go to Abbott, Langer and Associates. The consulting firm will receive no additional fee for its part in the survey.

Abbott, Langer and Associates are consultants in personnel management and industrial psychology. They have conducted surveys similar to NIRA's for many national associations.

RM will carry more news of the national survey in future issues.



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## New "Bowlers Guide" ready from WIBC/ABC

A new instruction book designed to improve the game of any bowler — beginning or experienced — is now available from the Women's International Bowling Congress (WIBC) and the American Bowling Congress (ABC). The comprehensive publication outlines the fundamental steps which are essential to bowling mastery. It includes tips especially aimed women, seniors, and

juniors. Much of the information contained in the new text was contributed by professional bowlers Judy Soutar and Dick Ritger. For more information on the "B bowlers Guide", contact the Women's International Bowling Congress, 5301 S. 76th St., Greendale, Wis. 53129; (414) 421-9000.

## Ramada publishes group rate manual

Associate member Ramada Inns has published a new 1977 group tour rate manual including special discount information for its nearly 700 hotels, worldwide.

The 36-page book includes information on 441 participating Ramada Inns in the U.S. and Canada. It also provides details on eligibility for group tour rates, complimentary room policies, meals, children's accommodations, deposits, baggage charges, reservation policies, cancellations, and rooming lists.

Copies of the new reference are

available from: Ramada Inns, Inc., P.O. Box 590-BC, Phoenix, AZ 85001.

**NIRA Newsnotes** . . . on additions to our Associates' hotel families: **Marriott Hotels** recently announced a 250-room franchised Marriott Inn to open in Syracuse, New York next summer . . . while the **Japan Air Lines (JAL) Hotel System** added the 16-story Manila Garden Hotel. **RM**

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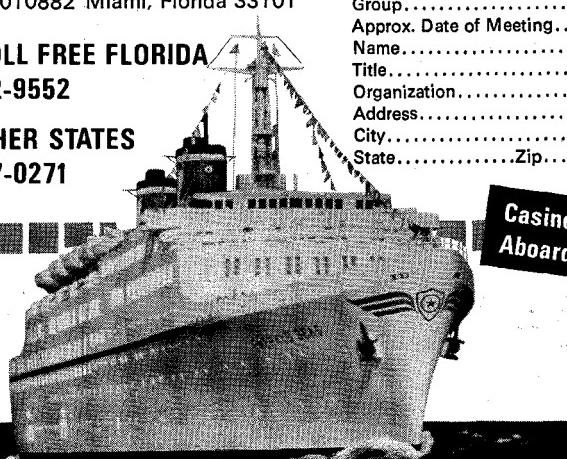
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CIRCLE READER SERVICE CARD NO. 9

# news in brief

## New air charter option enters 5-year trial

The Civil Aeronautics Board (CAB) has adopted rules for a new advanced booking charter (ABC) option and OK'ed it for a five-year experimental period, beginning October 7, 1976. The rules allow independent charter airlines to offer simple air fares, without ground arrangements, at fixed prices. The plan varies from other air-only group options whose prices vary with the percentage of occupied seats. (The difference is especially important to booking agents for group air travel, since it is they who must carry the

risk of paying for empty seats on most of the new charter flights.)

The new ABC rules require booking 30 days in advance of flights to all but a few designated European countries where a 45-day advanced booking is necessary. Beginning with the third year of the experimental period, on October 1, 1978, the advance period for ABC's will shrink to 15 days for most destinations and 30 days for those few European exceptions.

The list of countries which require longer advanced bookings under the ABC provisions is presently composed of Belgium, West Germany, Ireland, Italy, the Netherlands, Switzerland, and the United Kingdom. The CAB has stated its willingness to drop any country from this category upon that country's request.

The ABC's must include round-trip air transportation. Passengers must travel as a group with a minimum of 40 members. There are no minimum stay requirements, except in the designated countries where a 7-day minimum applies.

Any operator who offers an ABC must file a prospectus and an advance passenger list with the CAB. Where substitutes are found for those who cancel, the "drop-outs" will be entitled to full refunds.

Several scheduled airlines are expected to challenge the new option on the grounds that it does not maintain the legal distinction between scheduled and charter service.

## Physicians rate sports for fitness benefits

Seven physicians recently rated fourteen popular sports for their relative benefits in physical fitness and physiological efficiency. The scoring was sponsored by the President's Council on Physical Fitness and Sports (PCPFS).

The doctors chose jogging as the premier "sport" for fitness. Runners-up included bicycling, swimming, skating, and handball/squash.

All the sports, or other forms of physical activity, were evaluated in terms of regular and vigorous participation, defined as a minimum of four sessions per week of at least 30 minutes each. Fitness benefits which received special consideration by doctors were cardiorespiratory endurance, muscular strength and endurance, flexibility and balance. They also considered benefits in weight control, muscle definition, digestion, and sleep.

The PCPFS report was published in the May 1976 issue of *Medical Times*. Reprints are available at \$10 per 100 to those who write: Sports, *Medical Times*, 80 Shore Road, Port Washington, NY 11050.

## Smaller American passports new for 1977

Americans will be issued smaller, simplified passports, beginning on January 1, 1977, according to a recent announcement by Frances G. Knight, Director of the U.S. Passport Office.

The new passport will measure slightly less than 3 1/2 by 5 inches. Its pared-down size and a revised format, said Knight, should speed inspection procedures at ports of entry and border crossings. RM

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# Tournament News

## '76 season winds down, '77 swings ahead

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



Activities are now in full swing for the 1976-1977 NIRA tournament season. Participation increased in many tournaments this year. We anticipate continued success in these activities.

Below is a review of current program offerings.

### Golf Tournaments

1976 tournament play has concluded. **Glen Westover**, Babcock and Wilcox, did a superb job in hosting play for Regions 1, 2 and 8, October 9 and 10, 1976, at the Edgewater Golf Course in North Canton, Ohio. Twenty-six teams entered the tournament. **Bill Bruce**, Motorola, Inc., just finished another fine tournament for Regions 6 and 7. The western groups played at the El Rancho Golf Course in Carmel, California.

### Trap Shoot

Initial results of the 1976 NIRA/Armco National Trap Shoot have been announced. The top finishers in team and individual competition are listed below:

| Place | Company                            | Score |
|-------|------------------------------------|-------|
| 1*    | Olin Corporation, E. Alton, Ill.   | 241   |
| 2     | Delco Moraine #2, Dayton, Ohio     | 241   |
| 3     | Inland Manufacturing, Dayton, Ohio | 238   |

\* Olin won in a shoot-off with Delco Moraine for first place.

#### Individual High Gun — Men

|                |                                                    |
|----------------|----------------------------------------------------|
| Lou Hidu       | Remington Arms, Bridgeport, Conn.                  |
| Bell Angle     | IBW, Local 648, Hamilton, Ohio                     |
| Jack Persinger | Armco Metal Products, Washington Court House, Ohio |

#### Individual High Gun — Women

|              |                            |
|--------------|----------------------------|
| Doris Swartz | Bendix A & M, Dayton, Ohio |
|--------------|----------------------------|

**Bob Bauer**, Armco Steel, reported that fewer total teams entered this year's competition than last year's. However, more individual companies entered the shoot. A total of 170 teams participated in 1976, compared with 200 teams last year.

### Bowling

Plans are being completed for this year's Bowling Tournament. Tournament competition is scheduled for February 1977, according to **Andy Zadany**, Corning Glass Company, who has agreed to help with the tournament again this season. Program directors should mark this month on their calendars now and start planning to enter teams. Last year, Andy reports, many companies inquired about the tournament after it was too late to enter. This year's information will be made available to each program director in December so there will be ample time to enter teams before the February 28th deadline.

### Fishing Contest

**Gene Miller**, Michigan Bell Telephone Company, reports that 42 companies have now entered this year's Fishing Contest. Gene also says that no entries have been received in the Brown Trout, Brook Trout and Perch categories. Any organization wishing to enter the contest still has time to do so before the December 1, 1976 deadline. Gene also reminds member organizations that prizes are not only being given for the biggest fish in each category, but random "door prizes" will also be awarded to participants whose names will be drawn from among all entries. Call Gene Miller At 313/223-7809, for entry information.

### Bridge Tournament

**Maxine Kraft**, Battelle Memorial Institute, Columbus, Ohio, reports that six companies have already entered this year's Bridge Tournament. However, Maxine says that competition is just starting and there is plenty of time left to enter. Each organization sponsors its own local tournament and sends its results to Maxine for tabulation. Prizes are awarded to all eight regional winners. The top entry from among all entries will receive a grand prize, to be announced later. For entry forms or entry information, please contact Maxine Kraft at 614/424-5899.

### NRA/NIRA Rifle-Pistol Tournament

NIRA's 1977 Rifle-Pistol Tournament, conducted in cooperation with the National Rifle Association (NRA) opened November 1, 1976. The postal contest will run through April 1, 1977, with results to be announced at the 36th Annual Conference and Exhibit in Orlando, May 12-17, 1977. All NIRA members have received complete Tournament information by mail.

## ON THE HORIZON

MAY 12-17, 1977  
CONFERENCE — ORLANDO  
plan to be there!

## TRAP SHOOT CHAMPS

Below: Lon Hidu, Remington Arms, Individual High Gun man, with his trophy. Upper right: Doris Schwartz, Bendix A&M, Individual High Gun woman. Lower right: Olin's winning team.



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# Designing Facilities

## What you should know before you build

by Anthony W. Kotz

OVER half of the respondents to a recent NIRA survey said they operate some form of company-owned recreation facilities. As a planning and design consultant, I, too, see a trend toward developing and expanding company recreational facilities for employees.

The growing demand for leisure services has put pressure for facilities on both business and government. Government and service agencies in many of the industrial states, however, are hard-pressed for funds to operate or expand their facilities. Commercial ventures must concentrate on facilities which can generate acceptable profits. Similar economic concerns face industrial recreation planners. Even so, competition in hiring and retaining good employees as well as increased employee awareness and organization have pushed many business leaders to consider the construction of recreation facilities. This growth in construction means that recreation directors may be faced with the unfamiliar and even baffling task of directing a facilities development program.

### PROFESSIONAL ASSISTANCE

If you are responsible for coordinating the planning and design of recreation facilities, you will want to get the maximum benefit from your construction, maintenance and operating dollar. Nearly every facility,

whether a hundred-acre park or a single tennis court, requires research, planning and design before construction. There must be a carefully considered relationship between planned programs and proposed facilities. Available site(s) must be analyzed for suitability, not only to presently proposed facilities but also for future expansion. Informed choices must be made in light of the funds available, proposed uses, and future maintenance and operating costs. Facilities must be arranged and designed for optimum efficiency, flexibility, appearance, safety and many other considerations.

Planning in this depth and detail requires specialized knowledge and expertise. For this reason, you should obtain the services of a qualified consulting firm with experience in recreational facilities. The firm should be able to assemble a professional team with the necessary variety of planning and design specialists for your project. The group should tap the talents of architects, landscape architects, engineers, and any other specialists whose expertise is required.

### PRELIMINARY ANALYSIS

After you have selected a consulting firm, a preliminary conference is in order. Meet with your consultant, armed with all the pertinent information you can gather. Tell him

about your employees' needs, programming plans, available site(s) and budget limitations along with anything else that will help him understand your plans and define his services. Show him your existing facilities, if practical, and the site(s) under consideration. He will probably ask many questions and request additional documents, plans and maps.

After your consultant has made a preliminary analysis of your facilities and needs, he will be ready to discuss the specifics of his services with you. A thorough and mutually acceptable contract, defining the services the consultant will render, the cost and method of compensation and all other responsibilities of each party, is a must.

### SCHEMATIC DESIGNS

Once under contract, your consultant will want to work with you to establish a detailed program, itemizing the specific facilities to be built or planned for future development. He will ask you to provide accurate surveys of the site(s) and, possibly, any tests or soil borings that may be needed.

The consultant will then analyze your proposed site for suitability to its intended use. He will make preliminary judgments of feasibility, relative costs, possible phasing of construction, and many other factors. On the basis of this information, he will prepare schematic

designs for your review. These very general plans illustrate his judgment of the best location and size as well as the relationship of various elements of your facility. They will also make allowances for such support items as parking, circulation, utilities and landscaping. The schematic designs are usually accompanied by very general cost estimates and reports. They are intended to be a means by which the consultant can communicate his recommendations graphically and stimulate your questions, ideas and comments. Together — sometimes after several discussions — you and he will agree on a general layout. You may wish to present the schematic designs to management and/or employee representatives at this stage for their input and to develop support for the project.

## DETAILED DESIGNS

The next step is usually the preparation of detailed designs based on the approved schematic designs. The consultant prepares plans and other documents which accurately describe the layout, dimensions, elevations, materials and details of construction for all buildings, site development and utilities. He prepares preliminary specifications which describe the materials and workmanship to be used and make cost estimates. Conferences, in-depth reviews and revisions of the detailed designs are necessary until you approve the proposed construction.

## CONSTRUCTION DOCUMENTS

Upon your authorization, the consultant will prepare the final plans, details, working drawings and specifications. These drawings and specifications are assembled with contract documents for bidding or negotiating with contractors and,

later, for construction. At this stage, it is time to prepare final cost estimates, establish a construction timetable and obtain approvals from regulatory and code agencies.

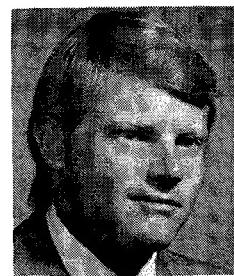
You and your consultant will select several qualified contractors and issue bidding documents to those who are interested in working with you. You and your consultant will review the bids and, if in order and within the budget, award construction contracts.

## CONSTRUCTION

In most instances, the owner (your company) is responsible for the day-to-day inspection of the contractor's work. Depending on the size of the project, this responsibility may fall to an inspector or clerk-of-the-works who acts as the owner's representative. He sees that the work is progressing on schedule and according to the plans and specifications. The consultant usually observes the work, too, although less frequently. He advises the owner and contractor if the work is not satisfactory and interprets the plans and specifications when questions arise. He reviews shop drawings, samples, test reports, and contractors' requests for payment. If changes in the work are necessary, he prepares change orders. He makes a final inspection when the work is finished. When your facilities are completed, the company accepts the project and makes final payments to the consultant and contractors.

These are typical steps in a facilities development program. They may vary somewhat, depending on the nature of the project. Your consultant should analyze your needs and prepare a detailed plan tailored to your requirements and capabilities. Competent planning and design by a good consultant and a knowledgeable owner should

assure maximum value as well as management and employee satisfaction.



**Watch for  
Tony Kotz'  
regular  
column,  
"Constructive  
Comments."**

**Anthony W. Kotz** is a partner in Kotz and Schneider Land and Recreation Planning and Design, a facilities consulting firm and NIRAA Associate member in Syracuse, New York. He has served governmental, industrial and commercial clients in a wide range of facilities planning projects. **PM**



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# IRC profile

## Orange County Industrial Recreation Council

with Phyllis Smith, CIRA

PHYLLIS SMITH, CIRA had been talking for years about forming an Industrial Recreation Council (IRC) in Orange County, California. As early as the mid-60's, she had discussed the idea with **Dan Archibald**, CIRA, Manager of Recreation and Employee Services at Xerox Corporation in the Los Angeles suburb of El Segundo. From her position as Recreation Director for the Hughes Fullerton Employees Association, Smith continued to wonder how many other recreation directors worked within her community.

Archibald and several of his colleagues provided an active example for their Orange County neighbors in 1974 when they launched the Greater Los Angeles Area Industrial Recreation Council (GLAAIRC).\* In early 1976, Smith and several of her fellow recreation leaders in the Anaheim area set out to discover how much potential local strength existed for a Council. They discovered that Orange County alone was home for nearly 2,900 companies with between 50 and 20,000 employees. The bulk of those had work forces of 400 to 600.

In April, 1976, the Orange County organizers limited their prospect list to companies with 100 to 1,000 em-

ployees and invited a representative from each one to an organizational meeting for the Orange County IRC. They also invited the Mayor of Anaheim, the Chairman of the County Board of Supervisors and representatives from all local amusement attractions which would be interested in an IRC market. The Mayor, Board Chairman, and seventy-seven recreation people came to the April meeting. Twelve were suppliers.

The organizers were prepared for that initial meeting with specific information and proposals. They explained what a Council could do for the participants, answered questions, and distributed a preliminary set of by-laws. To maintain the interest of those who attended and to reinforce what they had heard, Smith reproduced the minutes of the first meeting and sent them to each participant along with news about the upcoming meeting.

When the group gathered again in July, sixty-five people came, eight suppliers among them. The group settled down to serious organization. Participants set meeting times and accepted the by-laws. They elected a Board, including four officers and three members at large to serve for the calendar/fiscal year, January through December. The first Board also accepted an additional six-month term to complete the second half of 1976.

\*"IRC Profile — Greater Los Angeles Area Industrial Recreation Council," Dan Archibald, CIRA, RM, August 1976, p. 12.

Leaders for 1976-77 are:

**President:** Phyllis Smith, Hughes Fullerton Employees' Recreation Association

**Vice President:** Duane Baptiste, Northrop Corporation — Electro-Mechanical Division

**Secretary:** Maxine Haun, Rockwell International — Autonetics

**Treasurer:** N. Bruce Ferris, Allergan Pharmaceuticals

**Director:** Beverly Rader, U.S. Marine Corps Air Station, El Toro

**Director:** Kenneth Burns, Computer Automation, Inc.

**Director (Associate Representative):** Tony Ponce, Serve-All Marketing Services, Inc.

Since Board members hail from five different cities, they keep in touch with one another via a central post office box. Each member of the administrative group takes his turn checking the box and distributing information to the others.

The Oakland IRC elected to become a full NIRA Council from the outset by incorporating the \$10 annual national dues into its yearly

continued  
on page 16



**At the OCIRC organizational meeting, Phyllis Smith talked with advisors Ken Wattenberger of Lockheed, Burbank (left), and Ken White of Rockwell International, Los Angeles.**



**Associate/host A. "Tony" Ponce and his wife (both standing and facing forward) talked with potential associates at the OCIRC organizational meeting.**

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## **Orange County IRC continued**

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**The Los Angeles Angels' score board welcomed OCIRC members at their first organized outing.**

membership assessment. Under this plan, Council members pay \$25 in annual membership fees, while associate (supplier) members pay twice that amount.

The Orange County group also resolved from the beginning to involve every member in some continuing Council activity. Several committees formed immediately, including those on industrial sports, trips, events, membership, and publicity and promotion. Membership on the committees is as balanced as possible to include representatives from different kinds of businesses, of various sizes and with diverse types of programs.

The Council Board also moved to learn about the programs of each member company, as an aid to planning programs and developing member services. Accordingly, a two-page survey was mailed to each charter member of the OCIRC. It asked respondents to list their facilities, programs, activities, special events and services, and methods of communication and promotion. It quizzed each member about his or her recreation club insurance status, too. The survey concluded with a list of possible IRC program topics — among them, programming, ticket sales, insurance information, group discounts, and more. The survey asked them to mark the areas of

their greatest interest. The largest portion of respondents noted an interest in how to publicize recreation events and increase participation, so that question became the IRC's first program topic.

Unlike some Councils, the Orange County group does not ask associate members to cover meeting expenses. The Board feels that the IRC should demand individual commitment from members. The monthly gatherings, organized on a pay-as-you-go basis, are planned for social as well as educational purposes. Educational programs every month are limited to fifteen-minute sessions, with hand-outs supplementing most presentations.

Like her neighbor, Dan Archibald, with his GLAAIRC, Phyllis Smith can already envision a time in the near future when the new IRC in her community will become too large to serve its members effectively. Already, she says, members of the Council represent over 35,000 employees. If growth does make the group unwieldy, says Smith, the IRC may be obliged to divide into northern and southern Councils. For now, however, the Council will concentrate on three primary services for its members: helping with programming, developing volume purchasing power, and investigating Council incorporation.



# SERVICES & ACTIVITIES

## Purpose

The National Industrial Recreation Association assists in developing employee recreation as a benefit to business, industry, organizations, units of government and the community. It promotes the concept of industrial recreation as a means of improving relations between the employees themselves and between employees and management, and strives to upgrade the caliber of its members' recreation programs, to form new programs and to keep members abreast of all developments in the field.

## Services and Activities

### RECREATION MANAGEMENT —

Published 10 times a year. A stimulating, useful, how-to-do-it professional journal. Contains new ideas, new concepts, new ways to make industrial recreation programs more successful.

### Program Manuals and Information

**Center** — Manuals prepared for members by NIRA staff present practical step-by-step procedures for developing special activities to fit within a company's recreation program.

**Periodicals** — In addition to Recreation Management, published are two newsletters; the Keynotes, a monthly publication, and the Informer, articles for the Certified Industrial Recreation Administrator.

**Consultation Service** — NIRA Advisory Committee and staff plus past Presidents of NIRA and Association members are available for consultation or speaking engagements.

**National and Regional Contests** — Eight are conducted annually to stimulate participation in employee programs. The amateur events are mostly postal and can be conducted at the member location or near-by.

**Membership Directory** — A listing of recreation directors, personnel managers, Associate Members and

NIRA's "Who's Who" in Certified Administrators in Industrial Recreation. Published annually and includes telephone numbers and addresses.

**Free Clerical Services** — Provided by NIRA for intra-membership communication.

**Awards** — Given annually for outstanding member leadership and achievement in areas of recreation administration and programming; for outstanding overall programs and for specific activities. NIRA also presents special top management honors.

**Conferences & Workshops** — A National and one Regional Annual Conference and Exhibit are open to all NIRA members where educational sessions and seminars are conducted. Regional workshops are also conducted for educational purposes near a member's location.

**Certification Program** — NIRA certifies industrial recreation administrators after they successfully complete the Certified Industrial Recreation Administrator requirements. This includes induction into the "Who's Who In Industrial Recreation" records.

**Merchandise Discounts** — Many consumer products and services are available to members and their employees at substantial savings as high as 60 percent off retail price, primarily from Associate Members, Exhibitors and Advertisers.

**Employment Services** — Special assistance offered members in finding jobs and to organizations in finding personnel. Recruiting and Search Service offers search screening and referral of candidates for recreational positions.

**Intern program.** Upper Level and graduate students with recreation majors are referred by headquarters to conduct and/or assist with your program development on a full or parttime basis. All students are approved by NIRA. There is no charge for the service.

**Research Foundation, Reports** — NIRA and the Educational Founda-

tion develop and collect information on the latest trends, methods and techniques of employee recreation and report findings to members. Surveys conducted by NIRA and NIRREF cover all phases of employee recreational activities. The studies enable our members to evaluate their programs and to keep informed of trends.

## Types of Membership

**Organization** — Available to business, industry and governmental organizations or the employee recreation associations and their employees who are interested in the development and maintenance of employee recreation facilities and/or programs.

**Associate** — Available to companies, trade associations and other organizations which operate nationally and are interested in distributing programs and services to employee recreation programs.

**Industrial Recreation Council** — Open to areas having organized councils or associations comprised of business, industry or government.

**Allied** — Available to NIRA Organization Member's recreation program, Elected Officers, Board Members and to Recreation program Coordinators or volunteers at branch locations of NIRA members.

**Individual** — Available to individuals interested in Association activities and objectives who are not connected with a business, industry or governmental organization or an employee association.

**College/ University** — Available to institutions interested in Employee Recreation and by virtue of membership shall entitle students enrolled in their school to receive a reduced student membership fee.

**Student** — Available to students majoring or minoring in recreation or allied fields at a college or university where such training is offered.

RM

# Region VII Conference shows how it's done

ORGANIZERS from Western Region VII showed their fellow NIRA members how to conduct a regional conference early this fall. The Oakland (California) Industrial Recreation Council hosted the 26th Annual Region VII Conference and Exhibit, September 30 through October 3, at the Edgewater Hyatt Hotel in Oakland. According to Conference Chairman **John Dickson** of the J.D. Vending Company, Albany, California, 250 delegates and a full house of 50 exhibitors turned out for the event.

Program Chairwoman **A. Jody Merriam**, Director of the Oakland Industrial Recreation Association, assembled a full agenda of educational sessions. Delegates filled meeting rooms to capacity to hear guest speakers and fellow recreation professionals address a variety of recreation questions. Topics included: establishing fee structures, programming for "high risk" activities, recreation liability, retirees' programming, non-profit tax options, and organizing special events. Southern California suppliers offered a session on how to take advantage of their region's attractions.

NIRA Director of Membership, Promotion and Services **Patrick Stinson** flew to Oakland to answer western members' questions about the value of Industrial Recreation Councils. In an open question-and-answer session that covered a wide sampling of concerns, Stinson provided basic information about NIRA services for both individual members and organized Councils.

"IRC's are important to NIRA's future," he told the group at a breakfast session. "They are our biggest area of growth in terms of new members."

He emphasized that NIRA helps IRC's with nationally based services which are not available on a local level. The national office in Chicago draws upon the resources of the entire international membership to help local IRC members, he added. Stinson reminded members of new the IRC brochure which lists and explains the Association's IRC's and outlines the basic steps for organizing a Council.

Exhibit Chairman **James Battersby**, General Supervisor of the Oakland Office of Parks and Recreation, did double duty as Chairman of an experimental session entitled "The I.A.L.A.C. Experience". The all-day meeting

was designed to help participants to learn about communications processes through individual experience. Sessions ranged from listening exercises to a simulated recreation planning project. All were aimed at making participants more aware of their contributions and reactions to communications.

A new Junior Director and a Junior Director-Elect emerged from the Region VII meeting held at the Conference. At the October 2 meeting, representatives elected **Kenneth Wattenberger**, CIRA, Executive Director of the Lockheed Employees' Recreation Club in Burbank, as the Region's new Junior Director. The group also selected **Robert McCray** of the Coca-Cola Bottling Company of San Diego as Junior Director-Elect. Both men were elected unanimously. Wattenberger will serve as Junior Director until next May when the present Senior Director, **Ellis Rhodes**, CIRL, will complete his term. At that time, Wattenberger will move into the Senior Director's seat and McCray will join the Board as a Junior Director.

After the election, Wattenberger spoke about the need for cooperation among recreation professionals throughout NIRA.

"We cannot stand alone," said Wattenberger. "We must continually prove our value. We are constantly in financial jeopardy, in both the municipal and industrial realms. We must work together and we are only as strong as our top unit — the national organization. We need our national organization, with the IRC's as its main cogs."

At the close of the Conference, NIRA President **Roy McClure** echoed Wattenberger's statement and added praise for the Region VII effort in Oakland.

Said McClure, "You all have done a splendid job with this Conference. It shows what can be done with good leadership in our regions. I congratulate you and extend our warmest invitation to the National Conference and Exhibit in Orlando next May."

The final speaker at the Conference looked ahead to next year's Region VII gathering. **Mary Smith** of Safeway Stores, Inc., President of the Phoenix IRC, invited all Region VII members to the 27th Annual Western Region VII Conference and Exhibit. Her IRC will host the event, September 8-11, 1977, at the Camelback Inn in Phoenix.

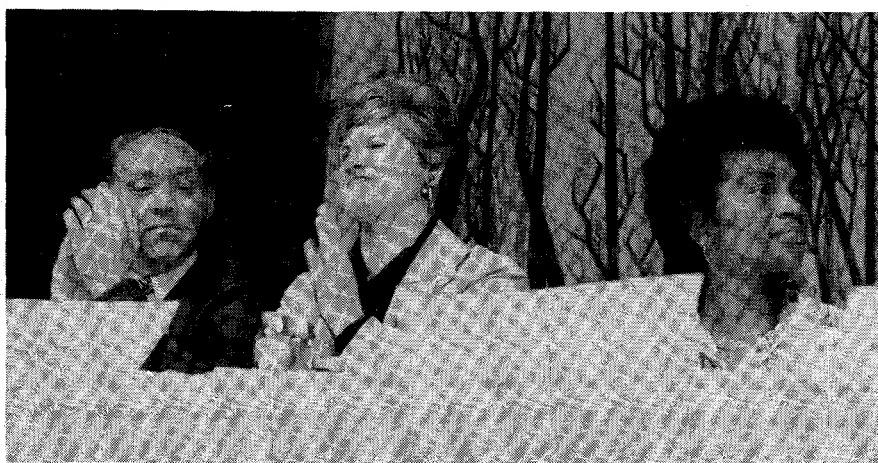


**Meeting rooms filled to capacity for many educational sessions.**

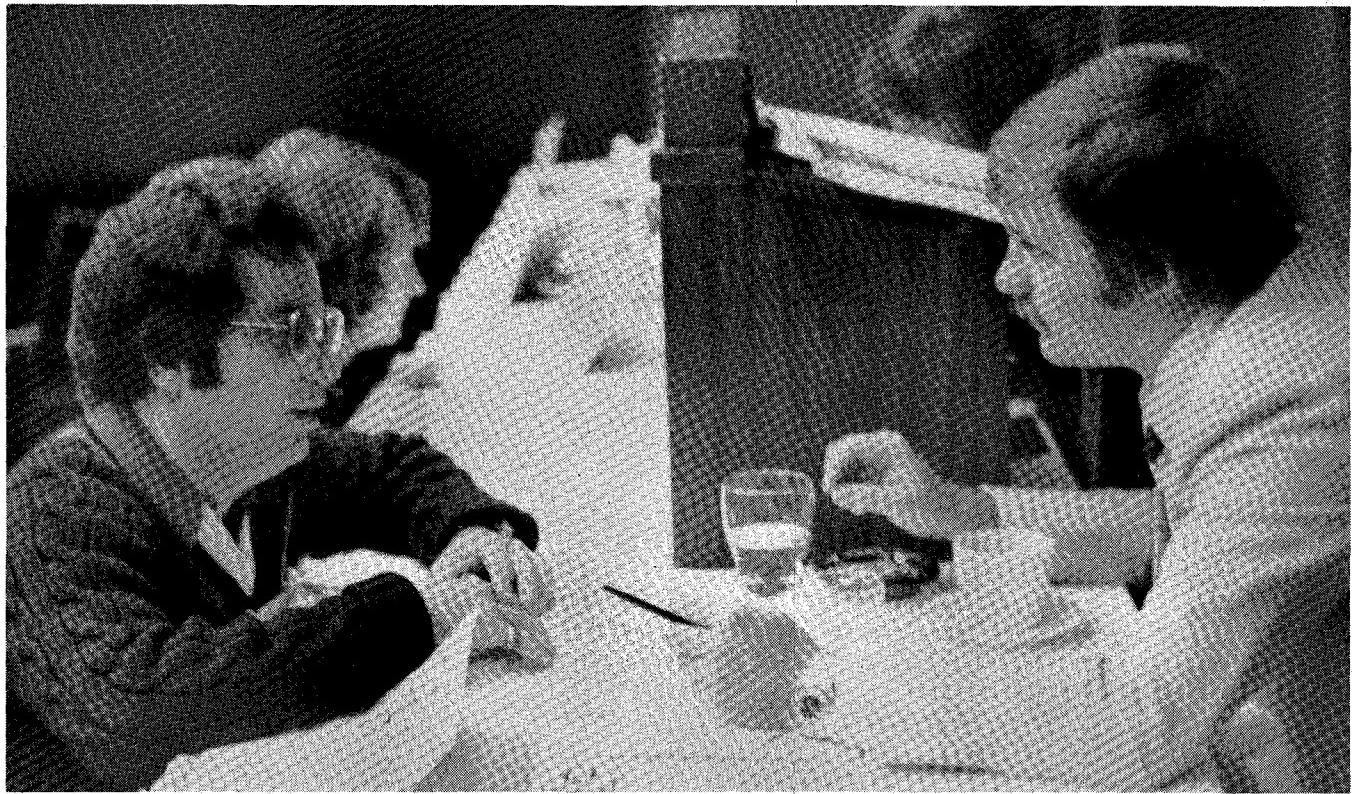
**Right:** Region VII Council Presidents (left to right) Bill Ranney, Burbank; Mary Smith, Phoenix; Don Jones, San Diego.



**Left:** Region VII Council Presidents Dan Archibald, Los Angeles (left) and Phyllis Smith, Orange County (center); Council Treasurer Rosa Barksdale, Oakland (right).



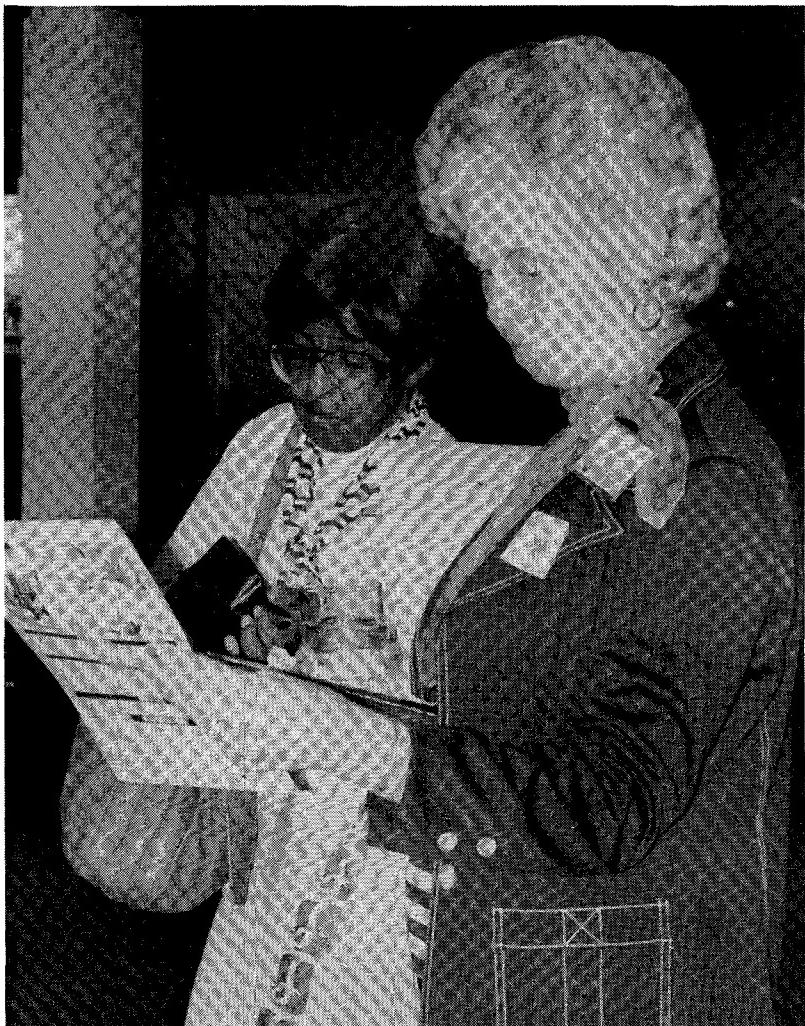
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**Pat Stinson (right) talked with members following an extensive question-and-answer session.**

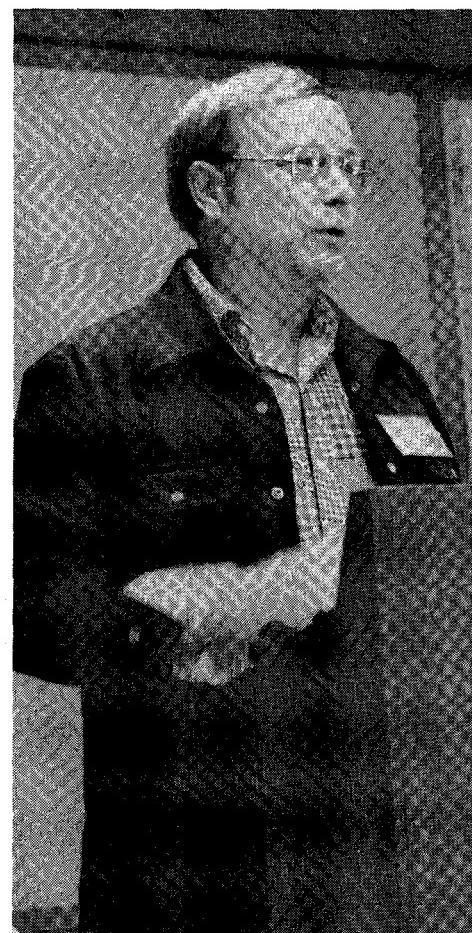


**Above: Conference Chairman John Dickson. Right: Delegates look over a travel exhibitor's literature.**





Above: Delegates "shop" for premiums at the Disneyland booth. Right: Program Chairwoman Jody Merriam.



Region VII business meeting: Above: Ken Wattenberger, newly-elected Junior Director, calls for a strong national organization. Right: Bob McCray (smiling) after his election as Junior Director-Elect.

continued on following page

## Conference continued



The exhibit hall was a place to socialize . . .



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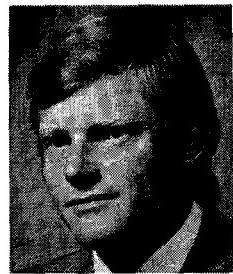


NIRA President Rory McClure and his wife, Marie, attended the entire Conference.

## Constructive Comments

# Design for the handicapped: Remove physical and psychological barriers

by Anthony W. Kotz  
**Kotz & Schneider**  
**Land and Recreation**  
**Planning & Design**  
**Syracuse, N.Y.**



In previous columns, I have outlined specific suggestions on how to make a facility more readily accessible to the physically handicapped. However, when designing for the handicapped, more than physical barriers must be removed. Psychological detriments should be considered, too.

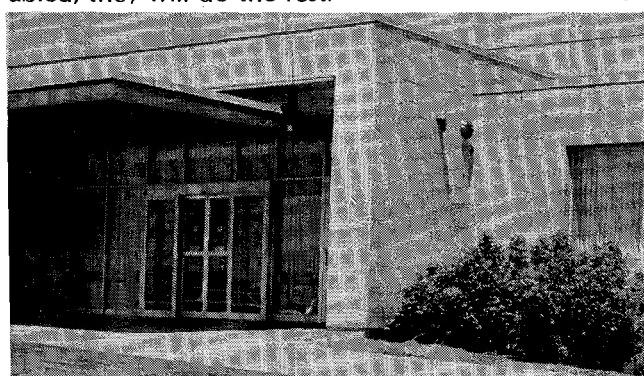
Just imagine the humiliation and inconvenience of having to use a service entrance or the back door because you are confined to a wheelchair — or finding you need assistance to make a phone call, get a drink of water, or use a toilet. A *real* handicap is the lack of resources to function independently. Providing facilities which the disabled can use is essential.

We all share the risk of being temporarily or permanently disabled. It should be noted that people who are temporarily disabled, after a fracture or surgery, for example, are often *more* handicapped than those with permanent disabilities, since they often do not have sufficient time to learn to overcome their limitations. These temporarily handicapped people must also be considered in facilities design so they may remain active while they recover.

Designing for the physically handicapped does not mean creating a special or separate environment which caters to their needs. It simply means, rather, adjusting the environment to reduce the number of physical and psychological barriers hindering them from access to normal activities.

If you design a facility that is accessible to the disabled, they will do the rest.

RM



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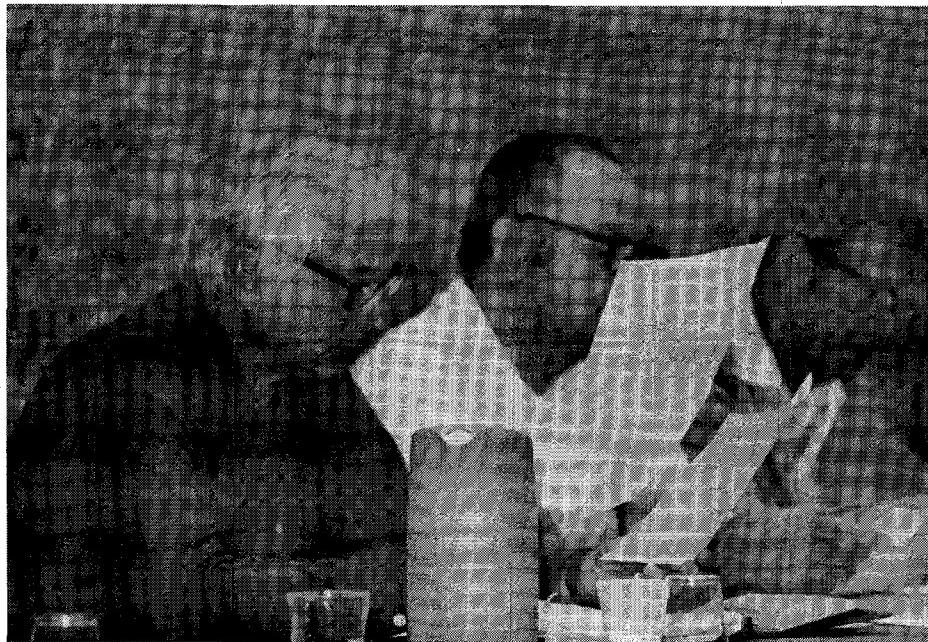
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STAN DERSHOWITZ — VICE PRESIDENT

CIRCLE READER SERVICE CARD NO. 20

# BOARD OF DIRECTORS' FALL MEETING



**Left (left to right): Gene Miller, Michigan Bell; Ellis Rhodes, Solar; "Doc" Medley, Naval Training Center.**

The NIRA Board of Directors gathered for its quarterly meeting, September 18-20, at the NorthPark Inn, Dallas. The NorthPark will be the site of the Association's 1978 Conference and Exhibit.

Most important on the fall agenda was the discussion, amendment and approval of NIRA's 1977 budget. Several other items of interest to national members were discussed:

— NIRA continues to grow. The area of most dramatic expansion is in full-membership Industrial Recreation Councils — IRC's whose entire membership is composed of companies which belong to NIRA as well as to their local Councils.

— As reported in the October "NIRA News", the Board has made available a new certificate of merit for volunteer recreation leaders. It is ready for validation by Certified Industrial Recreation Administrators (CIRA's) only and may be awarded to volunteers who give outstanding service to their employee recreation programs.

— The CIRA/L Committee approved the applications of seven

recreation administrators for certification as CIRA's. All seven will be formally inducted at the May, 1977 Conference and Exhibit in Orlando, Florida. They are:

**Hal Christensen** — U.S. Navy, Patuxent River, Maryland

**John Combs** — U.S. Navy, Patuxent River, Maryland

**Robert Gardner** — Southern California Edison, Rosemead, California

**Donald Jones** — Doctors Hospital, San Diego, California

**Ray Kapper** — Firestone Tire & Rubber Company, Akron, Ohio

**Carl Kwasny** — U.S. Navy Chicago, Illinois

**Elizabeth Piper** — 3M, St. Paul, Minnesota

— The CIRA/L Committee also reviewed the preliminary draft of the new *Who's Who in Industrial Recreation*. The upcoming directory of CIRA's and CIRL's will be published early next year.

— The "Wise Buy" program, announced in April 1976, has been suspended. The Board determined that the program's offers of name-brand merchandise to member company employees at the lowest prices could not be guaranteed or monitored effectively.

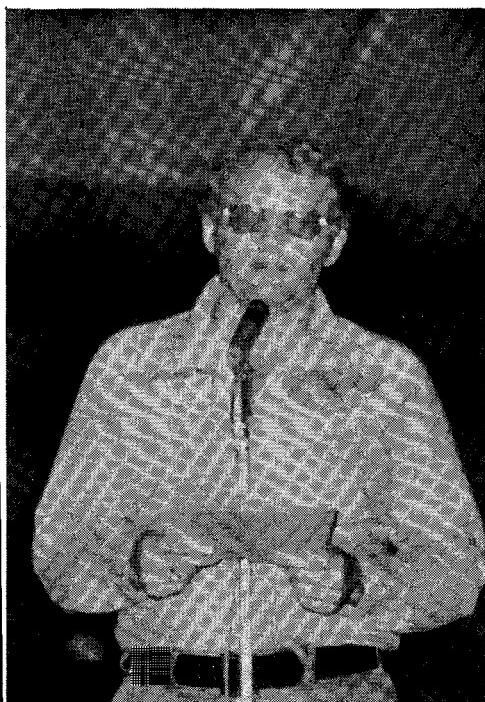
— Rochester, New York has been approved as the site for NIRA's 1979 Conference and Exhibit. Research in the coming year will determine the specific center for the event. RM will carry additional details as they become available.

In addition to its own agenda, the Board met with the Dallas-Ft. Worth Metroplex Recreation Council (MRC). Their combined gathering was hosted by Ranchland, an MRC Associate member near Dallas. Owner Alan Powdernaker treated the group to an afternoon and evening of western entertainment which included horseback riding, a steak dinner and dancing.

The Board's next scheduled meeting will take place January 10-12, 1977 at the Beach Club Hotel in Ft. Lauderdale, Florida.



**Right (left to right): Steve Waltz,  
Cummins Engine; Kirt "Terry"  
Compton, Kodak; Bill DeCarlo,  
Xerox.**



**AT RANCHLAND — Left: Jerre Yoder, General Dynamics, President of the Dallas-Ft. Worth MRC, introduced the Board to his fellow Council members. Right: MRC people and Board members enjoyed host Alan Powdernaker's hospitality.**

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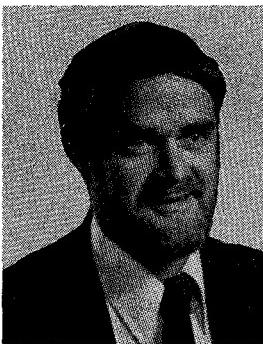
## National Industrial Recreation Association

*The Action Organization*

The National Industrial Recreation is known by the companies it keeps — year after year. Over 1,200 company members represent NIRA, which was established in 1941. Through cooperation and interaction, they have helped each other develop the finest recreation programs and services for their employees. NIRA, the only association of its kind in the world, provides "ready-made" programs for immediate implementation, technical advice and other valuable services. These services are designed for developed or underdeveloped programs and for full-time, part-time or volunteer coordinators of employee activities. NIRA is a vital communications link between members. This is why the Association has grown steadily in value and recognition. And this is why you really owe it to yourself to find out what benefits you and your employees might be missing. NIRA is ready to help. Get the entire story. No obligation — just information. Write: Director of Membership, NIRA, 20 N. Wacker Drive, Chicago, Illinois 60606, Phone: (312)-346-7575.



## MEET YOUR BOARD



**Edward C. Hilbert**, CIRA, was elected last May as NIRA's Vice President of Research and Education. He is Recreation Coordinator and Fitness Advisor for Battelle Memorial Institute in Columbus, Ohio.

Hilbert gained 22 years of recreation administration experience in the U.S. Air Force. In both Europe and the United States, he managed recreation programs for military people and their families. He has been with Battelle since 1972.

Hilbert has earned his B.S. in Education and Public Recreation and will complete his M.A. in Management and Supervision and Business Management this year. He is a member of many national and local recreation associations and served as President of the Columbus Industrial Recreation Association from 1972 through 75. He will serve in his present Board position until May 1978.



**William B. DeCarlo**, CIRA, is the Immediate Past President of NIRA. He was succeeded by Roy L. McClure, CIRA, last May.

DeCarlo has served the Xerox Corporation in various recreation administration positions for the past ten years. He has been Manager of Employee Recreation Services at Xerox-Rochester (New York) since 1970. Prior to his work with Xerox, DeCarlo worked both as a municipal recreation administrator and as a university instructor.

DeCarlo holds a B.S. in Recreation Education, an M.S. in Recreation and Park Administration, and is completing a Ph.D. in Recreation and Park Administration. Since 1971 he has served as Chairman of the Board of the National Industrial Recreation Research and Education Foundation. He was President of NIRA for the 1975-76 term and will serve on the Board of Directors in his present capacity until May 1977. He is also Chairman of the 1977 NIRA Conference and Exhibit.



**Miles M. Carter**, CIRA, was appointed Association Secretary last May. Carter is field employment manager for McLean Trucking Company in Winston-Salem, North Carolina. He also serves as the company's recreation director and has helped build and direct its recreation program over the past 24 years. In 1966, his work was recognized by NIRA's Citizens Savings Award.

Carter is a former professional athlete, in both basketball and baseball, for the North Carolina State League. He has umpired in his state league and is a member of many recreation societies. An active NIRA member, Carter served as Vice President for Program Services (now Tournaments and Services). He was elected Association President for the 1974-75 term and worked with Richard Wilsman as 1976 Conference Co-Chairman. His one-year appointment as Secretary will expire next May.

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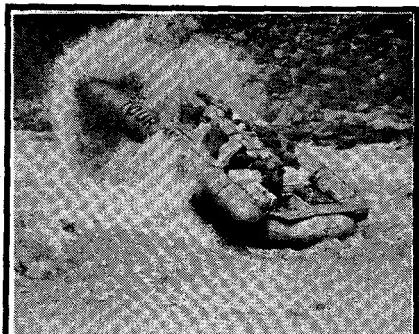


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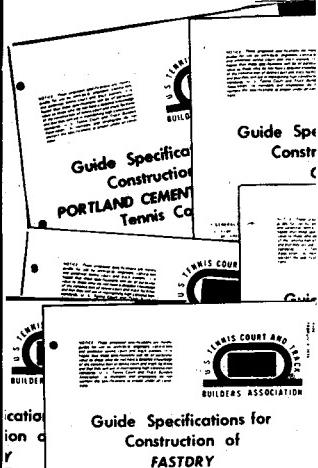
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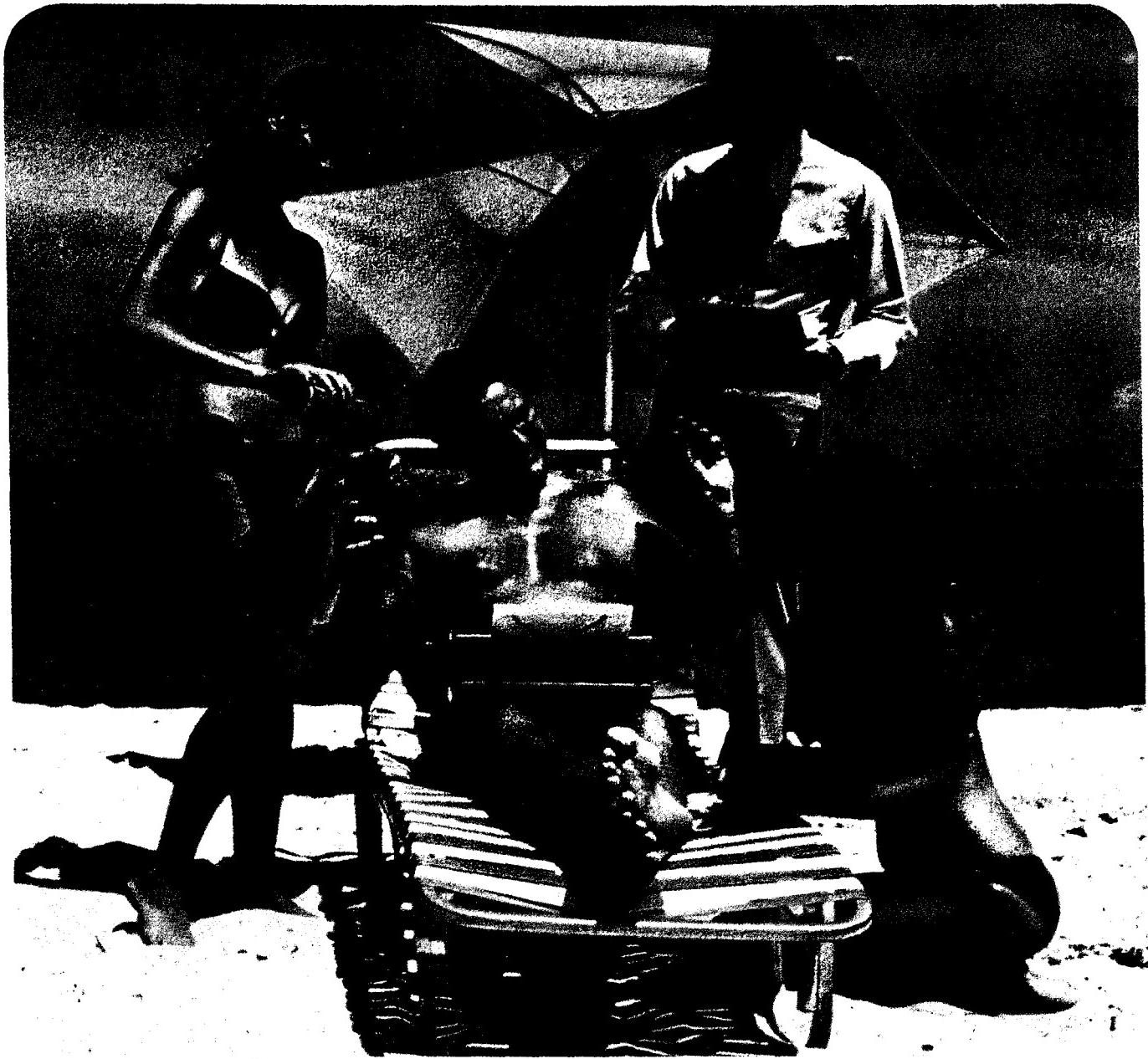
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ingston also has good curio buys to add to your collection of Africana. And there is much, much more including Lake Tanganyika where you can enjoy all water sports including tall-tale fishing. For a holiday both exciting and exotic — it's Zambia! Contact us for all the details.



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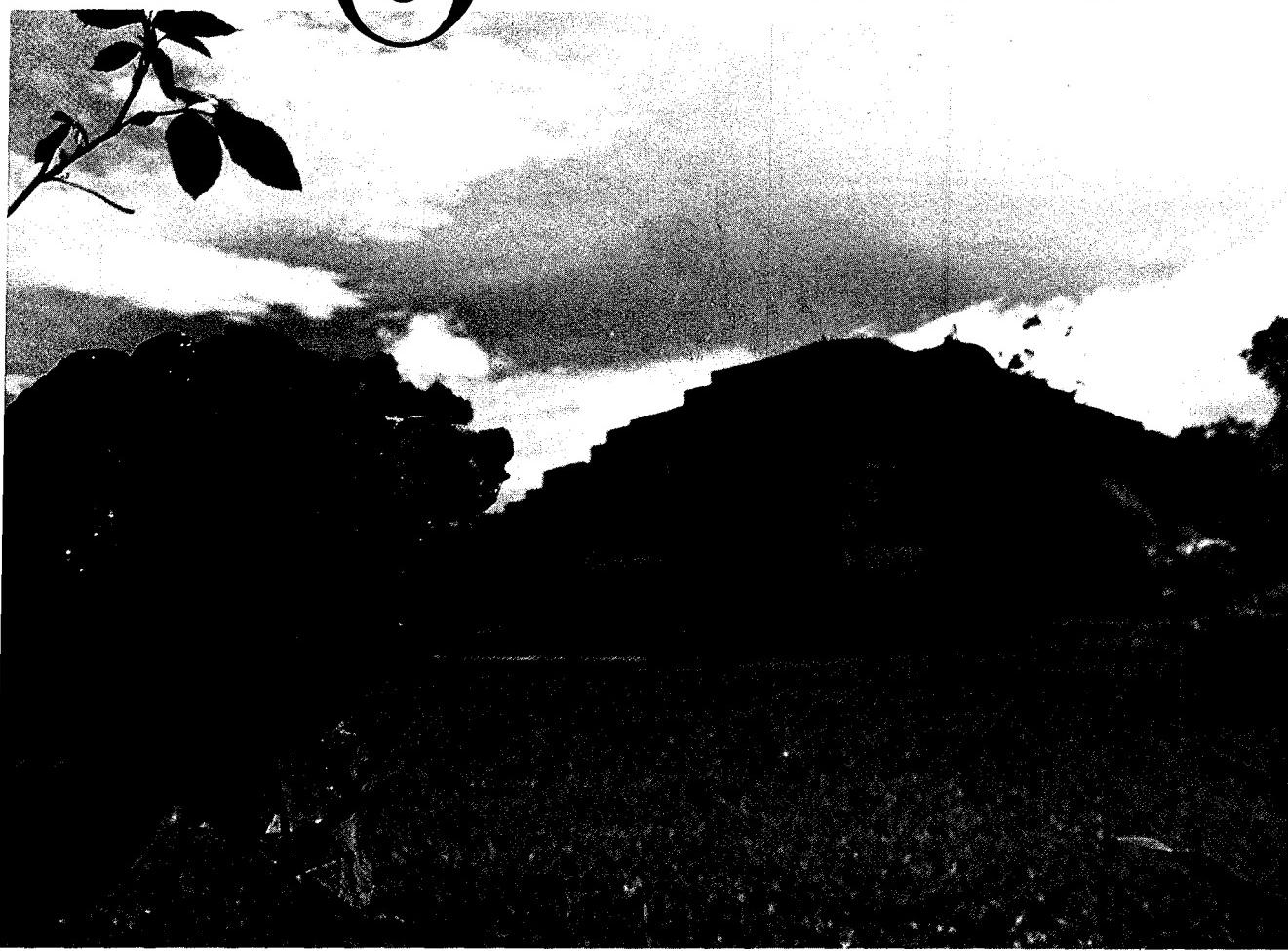


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# El Salvador



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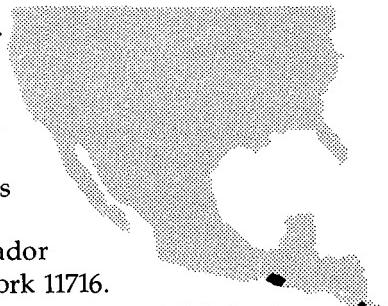
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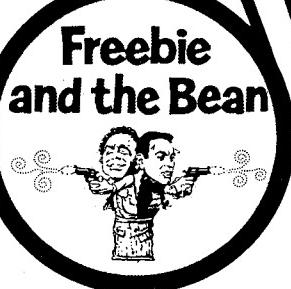
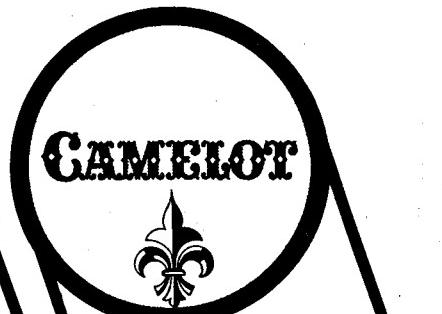
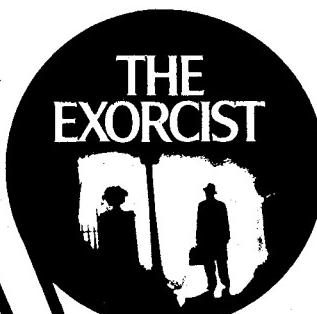
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# recreation management

Volume 19, Number 10

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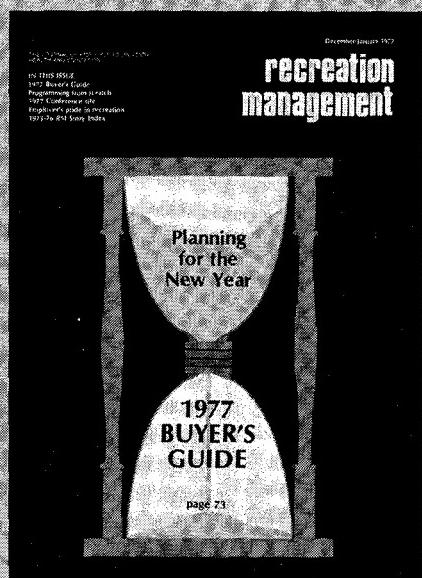


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## about the cover



The New Year's issue of RM includes our annual Buyer's Guide and Service Directory. This is a valuable list of recreation suppliers, most of whom offer special discounts to NIRA members. Read through the Guide carefully and keep it for reference during the coming year.

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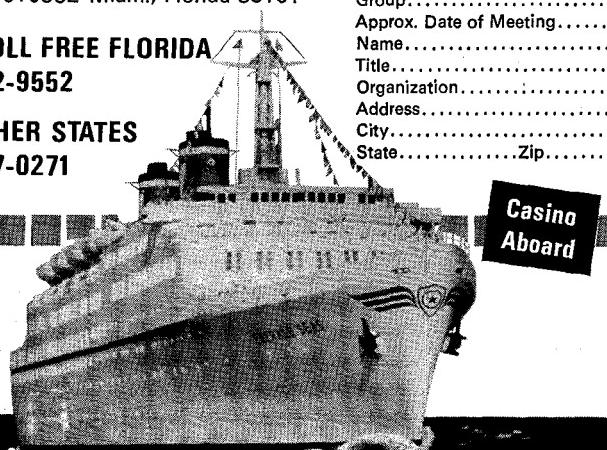
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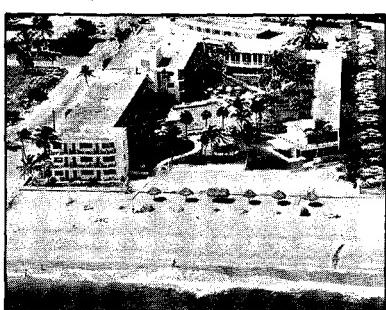


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# news in brief

## Aerial nightclub flies in face of blue laws

Gamblers will apparently be able to leave anti-gambling laws behind them and take to the skies over the Atlantic in a flying nightclub. According to a recent New York Times News Service story, a travel agency in New York City has announced a charter flight similar to party and gambling cruises.

For \$100 per person, the agency offers a sky party, complete with dancing in the aisles, on-board celebrities, an orchestra and floor show and all the champagne passengers can drink. For the gamblers in the crowd, the flight may well include a roulette wheel and card games.

Federal authorities are uncertain whether the flying nightclub is legal. The pioneering travel agency insists that its scheme is within the law. Says its promotional release: "Five minutes after rotating, the pure turbojet will be outside the 12-mile limit of the Continental U.S. and beyond the legalities of the nuisance blue laws."

## Snowmobile clubs promoted for safety

A north-country safety council encourages snowmobilers to join snowmobile clubs. In a special publication on snowmobile safety, the Rochester (New York) Safety Council says that clubs not only provide a means for snowmobilers to meet, but they also help promote safety and respect for the environment.

Casualty statistics for this new sport have prompted the Safety Council to stress the importance of

snowmobile safety. According to the Council, nearly all snowmobile accidents are the result of careless operation and disregard for common-sense safety rules.

The Council says that over 40% of all snowmobile fatalities occur on roads. Of these, one-third involve collisions with fixed objects: fences, parked cars, or trees. Another third occur when snowmobiles collide with moving cars, trains, or other snowmobiles. Still more people are killed when they operate snowmobiles in unsuitable terrain and over thin ice on lakes and streams. More than half of all snowmobile fatalities occur after dark, and fully 80% involve head and neck injuries. The Council says these figures suggest that proper lighting and head gear may not be in use.

The Rochester Safety Council's new snowmobile safety pamphlet outlines basic safety rules and first aid procedures. It encourages snowmobilers to join clubs for both fun and safety. For more information about the pamphlet, contact the Rochester Safety Council, 55 St. Paul St., Rochester, NY 14604, (716) 454-2220, ext. 40.

## Nationwide bikeway demonstrations OK'ed

The Federal Highway Administration (FHA) has announced the approval of 41 bikeway demonstration projects to be located in 31 different states. The demonstrations are funded through a federal program established in 1974 to build bikeways throughout the nation for both recreational and transportation purposes.

The demonstrations will involve a variety of approaches to bicycle use. Included are the use of bicycle storage facilities at public transit sites, the carrying of bicycles on public busses, and the use of various public rights-of-way for recreational cycling.

For more information on bikeway demonstration projects in your area, contact the Federal Highway Administration, 400 Seventh Street, S.W., Washington, D.C. 20590; (202) 426-0539.

## Americans skeptical of business/labor motives

The results of a recent Roper Organization poll show that 71% of Americans think businessmen act primarily in self-interest. The results, noted in the *Wall Street Journal*, were not much better for labor officials. Fifty-eight per cent of the Roper sample ascribed the same self-interest to union leaders. Predictably, the survey found people also felt that Senators, Congressional Representatives and most government officials act mainly in self-interest. Cabinet members have the best public image of all government officials.

The Roper results supported similar studies in finding that the public trusts television news people. Two-thirds of those surveyed thought Walter Cronkite and his colleagues act in the public interest. Doctors continued to be viewed as acting in the public interest, as did newspaper reporters and federal judges.

**Newsbriefs . . .** A new publication outlining volunteer programs in recreation is available from the National Center for Voluntary Action. Entitled *Volunteering in Recreation and Leisure Activities*, the booklet includes program details and addresses. To obtain a copy, send \$1 to the Technical Services Division, National Center for Voluntary Action, 1785 Massachusetts Ave., N.W., Washington, D.C. 20036. RM

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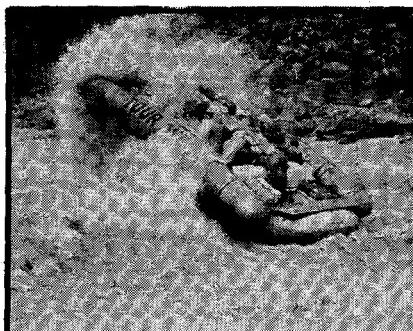
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about our members . . .

# nira news

## Members' referendum OK's title changes

NIRA members approved title changes for several Association leadership positions in a recent postal referendum. The proposed changes passed by an 84% majority upon closing of the 21-day referendum period, November 16, 1976. Responsibilities remain unchanged after the title changes.

The new approved titles are shown at right, beside their former names.

All other NIRA titles, for Board members and headquarters staff people, will remain the same. All ballots are on file at the NIRA headquarters office and are available for review by any member.

|  | <b>Old Title</b>         | <b>New Title</b>        | <b>Current Officer</b>   |
|--|--------------------------|-------------------------|--------------------------|
|  | President                | Chairman of the Board   | Roy L. McClure, CIRA     |
|  | President-Elect          | Chairman-Elect          | Fritz J. Merrell, CIRA   |
|  | Vice President           | Vice Chairman           | Mark Armstrong, CIRA     |
|  | Immediate Past President | Immediate Past Chairman | Membership               |
|  | Executive Director       | President               | Richard M. Brown         |
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|  |                          |                         | Regional Management      |
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## New Volunteers Merit Citation



Andrew Zadany, CIRA, of Corning Glass (right) was among the first Certified Industrial Recreation Administrators to present the new Citation of Merit to an outstanding recreation volunteer. Receiving the award at a recent intramural awards dinner was Dr. Hebert Willson, a 25-year veteran volunteer for bridge and square dancing at Corning. The certificate, recently authorized by the NIRA Board of Directors, is designed for volunteers who have given exceptional service to industrial recreation programs. The certificates are available to CIRA's from the NIRA headquarters office.

### Nova Scotia convenes recreation conference

The provincial government of Nova Scotia, Canada sponsored a two-day conference on employee recreation recently. Hon. A. **Garnet Brown**, Minister of Recreation, and Hon. George M. Mitchell, Q.C., Minister of Development, called the conference to discuss the value of recreation programs to industry in their province.

Invited participants included representatives of Nova Scotian corporations and businesses, government departments from Nova Scotia and other provinces, and various Nova Scotian labor associations. Brown and Mitchell defined the purpose of the conference:

"To expose management and employees to the values of industrial recreation; to provide both management and employees with an opportunity to express their views on such a service, and to provide information on existing successful employee recreation programs."

The meeting also provided participants with the opportunity to take a close look at the entire field of recreation, with particular attention directed toward employee physical fitness.

Brown and Mitchell decided to convene the conference after a survey by their respective departments revealed that management in more than 75 Nova Scotian companies supports the idea of employee recreation and seeks further information about its benefits and program options.

NIRA President **Michael Fryer** and Past Chairman of the Board **William DeCarlo** also attended the conference at Brown's invitation. Both men acted as experienced resource people for the Canadian group, answering questions and providing information on the possibilities for organized industrial recreation.

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continued  
on following page

**NIRA Newsnotes . . . Sea World** in San Diego has followed the killer fish craze by adopting two toothy new attractions. Winston, a killer whale, and eight large sharks have taken up residence at the California attraction . . . **Japan Air Lines** is offering its well-known oriental art calendars again this year. The full-color editions, include thirteen photographs, each 17 by 12 inches, of rare Japanese art objects. To purchase a calendar, send \$4.50 to Japan Air Lines, P.O. Box 777, Burlingame, Calif. 94010 . . . If you are planning a trip to sunny Mexico in the next year, contact the **Mexican National Tourist Council** for its brochure on the newest resorts south of the border. Write: Mexican National Tourist Council, 405 Park Ave., New York, N.Y. 10022 or call (212) 755-7212 . . . Travel planners will also want to talk with **American**

**Express** about its new price reductions on Mexico tours. The Company is offering reduced rates on OTC's to Cancun from New York, Philadelphia, and Boston, through April 30, 1977 . . . Travel planners may also be able to take advantage of savings on GIT air fares when they book cruises with **Home Lines Cruises, Inc.** Home Lines will guarantee air fares from 23 cities to its Florida cruise departure sites for groups which book cruises. For details, contact Home Lines Cruises, Inc., One World Trade Center, Suite 3969, New York, N.Y. 10048, Phone (212) 432-1414 . . . Another Associate, **Marriot Hotels**, has assumed management of the new, five-story, 1020-room Marriott Marina del Ray west of Los Angeles. Marriott has also announced it will manage a new 14-story, 304-room property near the Galleria Shopping complex

in Houston . . . The New Year and the New Year and the New Year again will be celebrated by a few well-heeled passengers aboard the **Air France Concorde** as it criss-crosses time zones, December 31 and January 1 . . . Non-smokers on more conventional Air France flights over the North Atlantic and to Europe will breathe easier now that 50% of first and economy class seats are reserved for non-smokers. **RM**

### MISNOMERS

**Follow sports much? Ball fans in the Orange County IRC were surprised to read about the "Los Angeles Angels" in their November RM "Profile." Co-author Phyllis Smith, CIRA, knew the team belongs to the entire state of California. Full credit for the blooper goes to the Editor.**

**As if that weren't enough, we noted, in that same "IRC Profile" that "The Oakland IRC elected to become a full NIRA Counsel from the outset by incorporating the \$10.00 annual national dues into its yearly membership assessment." While we would be very happy to see the Oakland group elect full NIRA membership, it was the Orange County IRC we meant to cite for the move.**

**Who did you say that was? The sign pictured in front of Marie McClure and her husband in our November story on the Western Region VII Conference clearly read "Mrs. Roy McClure." Nevertheless, we identified the 1976-77 NIRA chief as "Rory" McClure. We're sure everyone knows Roy.**

**The new "XYZ Affair". In our November report on the "Board of Directors' Fall Meeting" we located new CIRA's Hal Christensen and John Combs in "Patuxent" River, Maryland. They have always called the place Patuxent River . . . and so shall we, henceforth.**

For NIRA members only!

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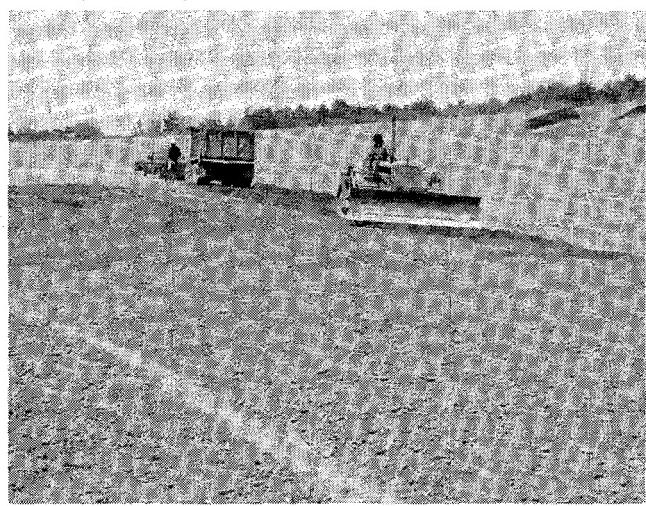
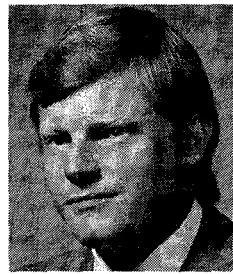
Adjacent to Walt Disney World, 2950 Reedy Creek Blvd.  
at U.S. 192 West, Kissimmee, FL 32741

CIRCLE READER SERVICE CARD NO. 204

## Constructive Comments

### Soil surveys important before facilities planning

by Anthony W. Kotz  
Kotz & Schneider  
Land and Recreation  
Planning & Design  
Syracuse, N.Y.



Selecting and developing a site should be undertaken as carefully for recreational facilities as for any other type of development. One consideration whose importance is often underestimated is the character of the soils.

Not every piece of land is suitable for recreational use. Conditions such as high water tables, steep slopes, shallow soils, poor absorption, erodability, excessive clay or sand, and others may severely limit the uses of a site.

A soil survey can help you select, design, and maintain a recreational site. It provides you and your facility planner with the information necessary to evaluate the suitability of a site for your intended purposes. It can help you select and plan uses for each area which are compatible with the various soil conditions, and it can help you determine the best conservation measures to insure that the area remains attractive and usable.

Your facilities planner should help you secure and analyze a soil survey. The Soil Conservation Service has published surveys for many areas. Even if your local Soil Conservation Service office does not have specific surveys for your area, it still can probably provide a great deal of relevant information.

By working with your facilities planner and a recent soil survey, you might save yourself a lot of headaches and money in selecting and developing a recreational site.

RM

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Harwood has it ...

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UNITED STATES  
SLOW PITCH  
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SOFTBALL

A black and white photograph of a Harwood Slow Pitch softball. The ball is white with red stitching. It features a logo on top with the word "HARWOOD" and "SLOW PITCH". Below the logo, it says "Official Softball USSSA Approved". A smaller text at the bottom of the ball reads "HARWOOD SLOW PITCH".

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CIRCLE READER SERVICE CARD NO. 216

# DOUBLE DRIBBLE

A black and white photograph showing two Seamco basketballs. One basketball is in the foreground, tilted, showing its dark cover and a small label that reads "SEAMCO". Another basketball is partially visible behind it.

Seamco's Intercollegiate and Tournament balls. They're both tournament approved and built for competition. Inside, there's a butyl bladder, wound with thousands of yards of pre-stretched nylon. And that's fused to the cover by a patented process. They play indoors or out. Keep their shape. And bounce right back.

**SEAMCO.**

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CIRCLE READER SERVICE CARD NO. 217

# Conference delegates, families anticipate May in Disney country



The Dutch Inn on Lake Buena Vista is the site of the 36th annual NIRA Conference and Exhibit.

As the New Year begins, NIRA's staff and officers have begun specific planning for the 36th annual NIRA Conference and Exhibit, scheduled for May 12-17 near Orlando, Florida. The Conference will be housed in the Dutch Inn—Lake Buena Vista, on the edge of Walt Disney World.

The Dutch Inn, a NIRA Associate member, features attractive, comfortable rooms. The Inn offers dining in the Flying Dutchman Restaurant as well as live music, entertainment and dancing in the Hague Lounge. For delegates who bring their children, the Inn is well-equipped, with the imaginative futuristic "Astro-Fun" playground.

The Inn offers twin arcades of boutiques and service shops. For more leisurely shopping, the nearby "Village" includes 29 boutiques and crafts shops as well as four restaurants along a marina waterfront.

Sports opportunities abound at the Dutch Inn. The heated indoor pool and an outdoor pool stand ready for adults, while a wading pool offers safer fun for youngsters. Golfers will want to visit the three nearby championship courses, while tennis players will make use of the all-weather lighted tennis courts. A short ride from the Inn will take guests to jai alai, greyhound racing and a harness track.

Of course, the most famous and popular attraction

for all Dutch Inn visitors — especially delegates' children — is Walt Disney World. Continual transportation to and from the famous fantasy land will make repeated visits easy for the entire family.

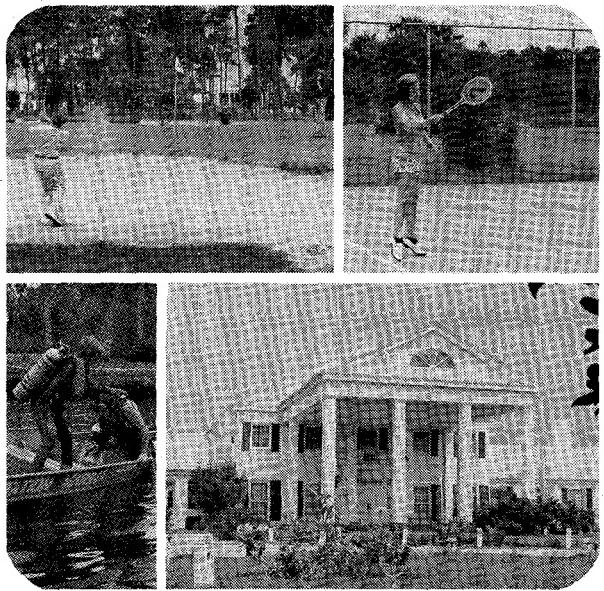
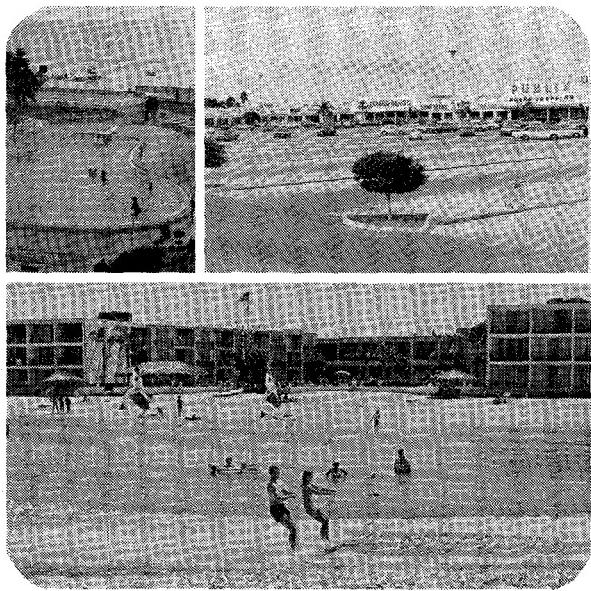
The Conference Program Committee, under the Chairmanship of **"Doc" Medley** of the Naval Training Center, is developing a full list of educational sessions. Conference mornings will be filled with learning sessions, while afternoons will frequently be open for a variety of entertainment and familiarization tours.

Because of the many family attractions in the Lake Buena Vista area, the spouses' and children's programs will be especially full. Free babysitting services will be available at the Inn for several hours on all but the last day of the Conference. Special family excursions to Walt Disney World will be included in the Program, as will tours to other local attractions such as Sea World and the Stars Hall of Fame. Additional activities, including cartoons and a feature film provided by the Warner Bros. Film Gallery, will add more excitement to the kid's schedule.

Recreation Management will carry monthly bulletins on the details of the Conference. As usual, all members will receive special mailings as well, with information on the program, registration, travel arrangements, room rates, and the post-Conference tour.

# Has Anyone Ever Told You Where To Go . . . to make the most of your vacation dollar

If no one has — then it's because they have yet to experience the splendor of two of Florida's most popular vacation resort locations. The Happy Dolphin Inn boasts superb beaches and complete shopping village in the heart of St. Pete Beach, Florida, and the Plantation Inn is renowned for its natural setting and wide variety of sports activities.



## Happy Dolphin

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For information and full color brochures for either or both resorts — call or write: John N. Johnson, Happy Dolphin Inn, St. Pete Beach, Florida 33706, (813) 360-7011.

Another of the CARUTH HOTEL & RESORT PROPERTIES is the North Park Inn of Dallas, Texas — the site of the NIRA Conference and Exhibit for 1978. In appreciation — we'd like to invite all NIRA members to take advantage of a 15% discount on rooms at any of these 3 CARUTH HOTEL & RESORT PROPERTIES.

## Plantation Inn

Crystal River, Florida

175 acres of nature's beauty with the ultra-clear Crystal River at its back door • 100 rooms • Excellent 18-hole championship golf course and Pro-shop • 4 all weather tennis courts • Swimming • Fishing • Skin and scuba diving • Marina to cater to all your water sport needs • Dining in the true Southern Tradition • Live entertainment • Airplane landing strip. • Complete convention facilities available.



# Report to the Members

## 1976 in Review

## Looking ahead to 1977

**N**EW programs, increased national support and growing professional services marked the accomplishments of 1976 for the National Industrial Recreation Association (NIRA). NIRA members in the U.S., Canada, and Mexico can look forward to an exciting 1977, based on improvements initiated in the past year.

### New NIRA Consultant

In January 1976, NIRA gained an experienced consultant in Melvin Byers, CIRA. The retired coordinator of personnel activities at Owens-Illinois brought his career-long experience to the newly created position. He acts as a resource person, extending programming ideas and how-to information to any NIRA member. Byers can be reached either through the national office in Chicago or at his home address: 2751 Inwood Dr., Toledo, Ohio 43606 Phone (419) 475-5475.

### NIRA/Warner Bros. Film Program

With 1976, NIRA launched a unique film rental program in cooperation with Warner Bros. Inc. Exclusively through NIRA, companies may rent some of the most popular feature films from Warner Bros., shortly after they are first released. Warner Bros. offers extensive program planning and publicity assistance as well as substantial discounts to participating companies. Complete information is available from the NIRA office.

### Region IV's Conference Cruise

NIRA's Southeastern Region IV opened its second annual regional meeting to the entire Association membership last January. Held aboard the *S.S. Emerald Seas*, the three-day conference explored various topics of interest to recreation professionals. One session outlined the industrial recreation needs of various employee age groups. In another, participants discussed how to plan recreation programs in light of larger corporate goals. Still another session helped recreation directors apply sound business practices to the development of recreation programs.

### Oklahoma City Conference

NIRA acknowledged prestigious national support for industrial recreation at an executive conference in Oklahoma City last April. The Association honored the Chairmen of such leading industries as Goodyear Tire & Rubber Company, 3M, U.S. Steel, and many more for their contributions to NIRA's publication, *Top Management Speaks*. The book, available from the NIRA office, comprises statements of personal support for industrial recreation by nineteen of the nation's top business and industry leaders.

Groundwork for the publication of a sorely needed college textbook was also laid at the Oklahoma City Conference. Representatives of the Brown Publishing Company talked with the text's editors and the NIRA Board of Directors to establish a publication timetable

for the book. The first textbook on industrial recreation to be published in twenty years, the NIRA effort will fill a long-standing need in colleges and universities for a source devoted to the rapidly expanding field of industrial recreation. Supported by the National Industrial Recreation Education and Research Foundation (NIR-REF), the text will help prepare the new generation of professionals who seek a college curriculum specifically geared to *industrial* recreation.

### **35th Annual Conference and Exhibit**

Milwaukee hosted the most successful Conference and Exhibit in NIRA's history last May. Conference Co-Chairmen Richard Wilsman, CIRA (Johnson Wax) and Miles Carter, CIRA (McLean Trucking) worked with Program Chairman Kirt Compton, CIRA (Kodak) to present a full schedule of educational sessions. Several upcoming features in *RM* will be based on the sessions at that Conference:

— *So You're Not a Recreation Administrator But You Have a Recreation Program to Run*

John Spears, Assistant Director of Personnel Relations for State Farm Insurance, told recreation directors to step back from their daily programming concerns and analyze just how their jobs fit into their companies' plans. Talk with management, he said. Discover what specific needs the company has for employee motivation and then design your programs with these needs in mind.

— *Liability: How to Cover Your Activities*

"Use your own professionals," advised Attorney Steven McKeel of Johnson Wax. "Two of the very important people you need to know — if you don't already — are your company attorney and your insurance agent or advisor." McKeel acknowledged that the possibility of a law suit can be a frightening prospect for an administrator who is not familiar with the complexities of liability laws. "Most of you have people on staff whose job it is to know these things. If you don't know them already, get to know them."

— *The Profitability of Corporate Recreation Programs to the Employer*

One way to demonstrate the dollars-and-cents value of industrial recreation, said systems consultant Richard Murray, is to show an employer what he stands to lose if he eliminates his recreation program. Murray told dele-

gates how his firm demonstrated to the Chief of U.S. Navy Personnel that elimination of his recreation program would bring increased turnover and a demand for pay increases. Murray's survey of Navy personnel on 16 bases showed a clear cost effectiveness for the Navy's recreation program.

Also at the May Conference, Roy McClure, CIRA of Lockheed-Georgia took office as Chairman of the NIRA Board, succeeding Bill DeCarlo, CIRA of Xerox. Fritz Merrell, CIRA of Olin stands ready as Chairman-Elect to follow McClure next May. New Vice-Chairmen and officers were also elected in May. The Board was completed with the ascension of Junior Directors to Senior status and the regional election of new Junior Directors.

### **Western Region VII Conference**

Demonstrating the fine services that regional management can bring to NIRA members, Western Region VII put together a full four-day Conference and Exhibit, September 30 through October 3, in Oakland, California. Patrick Stinson, Vice President of Membership, Promotion and Services, attended the entire Conference, and talked with members about the many services available from the national organization for IRC's and member companies.

### **Seven national tournaments**

National postal tournaments for NIRA member employees scored another successful year in 1976. Under the coordination of Vice Chairman of Tournaments and Services Steve Waltz, CIRA, (Cummins Engine) and Patrick Stinson, overlapping contests filled the year: Bowling, Photo, Fishing, Golf, Trap Shoot, Rifle/Pistol, and Bridge. All seven tournaments will welcome NIRA competitors in 1977.

Steve Waltz increased the information available on tournaments in 1976 by initiating his monthly column, "Tournament News," in *Recreation Management*. Watch for the department in future issues.

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**continued on following page**

## Report to the Members continued

### MOVING INTO 1977

A number of developments in 1976 will mean improved and more numerous services to the Association.

**Membership** continued to grow in 1976, to a year-end total of nearly 1,500. Our most promising area of growth lies in Industrial Recreation Councils (IRC's). These local NIRA organizations help members meet other recreation directors in their own communities and bring NIRA services to increasing numbers of companies. Two new Councils formed in 1976, bringing the total throughout the U.S. to nineteen. In Chicago, recreation professionals formed the Chicago Association for Recreation and Employee Services (CARES) and elected Michael Brown of R.R. Donnelley & Sons as President. Near Anaheim, California, the new Orange County Industrial Recreation Council (OCIRC) has grown dramatically in its first year. Its President is Phyllis Smith, CIRA, of Hughes Aircraft. More NIRA members in several communities across the country have contacted the headquarters office for help in organizing plans for more new Councils.

**Professionalism** in industrial recreation continues to be an important goal of NIRA. Certified Industrial Recreation Administrators (CIRA's) and Leaders (CIRL's) will be recognized with the publication early in 1977 of the first *Who's Who in Industrial Recreation*. The new directory will list CIRA's and CIRL's along with their professional accomplishments.

Because volunteers are so important to the success of any industrial recreation program, NIRA has authorized a new **Citation of Merit**, designed specifically to honor them. The Citation may be presented to distinguished volunteers only upon the authorization of a CIRA.

An important **recreation survey**, to be mailed in

January, will begin NIRA's most detailed effort to gather national data about the status of industrial recreation. The first of a series of surveys, the initial questionnaire will be reported in detail to members at the May Conference and Exhibit and in the May/June RM.

**NIRA publications** have increased to meet the need for ideas and information on industrial recreation. The new textbook will be a major breakthrough for industrial recreation education. *Top Management Speaks* will provide a significant statement of the importance of recreation to American business and industry. *Who's Who in Industrial Recreation* will not only facilitate communications among top recreation administrators, but will also reinforce the professionalism denoted in the CIRA certification.

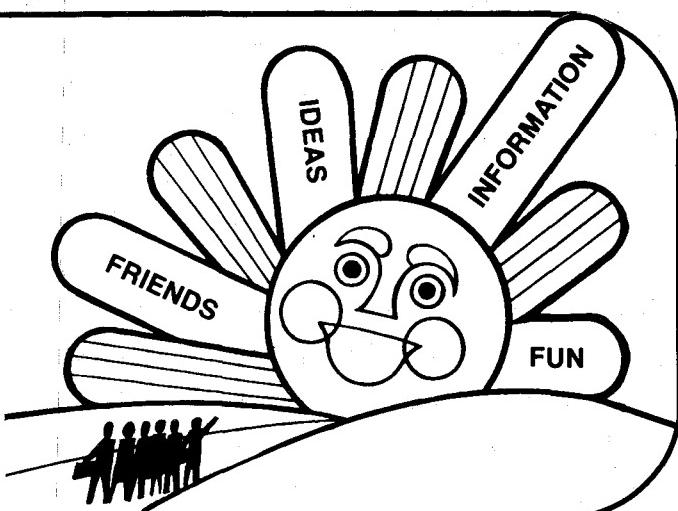
*Recreation Management*, the only journal of industrial recreation in the U.S., will continue to offer news and features to members and other subscribers. New columns on travel information and programming questions will debut in the February issue.

The key notes monthly newsletter, edited by NIRA Consultant Mel Byers, CIRA, and his wife, Martha Byers, CIRA, has been one of the most valued of NIRA publications. Members can look forward to more programming ideas and information from the 1977 key notes. *CIRA Informer*, the quarterly newsletter edited by Dan Archibald, CIRA, will continue to provide specialized news and thought-provoking articles for CIRA's and CIRL's. The 1977 edition of our *NIRA Members Directory* is slated for publication early in the new year.

Planning for the 36th Annual NIRA Conference and Exhibit, scheduled for May 12-17 in Orlando, Florida, is already well underway. News on the Conference begins in this issue of RM and will continue as the Association moves ahead into 1977.

### ON THE HORIZON

**MAY 12-17, 1977  
CONFERENCE — ORLANDO  
plan to be there!**



# **AFRICA**

***Take them to Africa  
Far away from traffic jams***

***Where "crowds" are herds  
of animals***

***And "sounds" are soothing  
whispers of nature***

***Take them to Africa***

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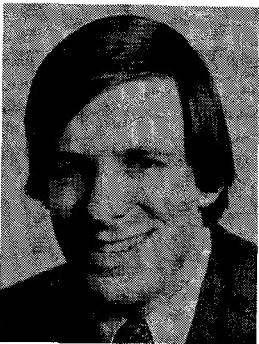


CIRCLE READER SERVICE CARD NO. 213

# Tournament News

## RM carries Bowling tourney info and forms

by Stephen D. Waltz, CIRA  
Cummins Engine Company  
NIRA Vice President  
Tournaments & Services



### Golf Tournament

All regional tournaments in this year's golf competition have been completed and results have been tabulated. Tournament Chairman **Glenn Westover** of Babcock & Wilcox is completing the calculation of national winners. We will report final results in the next issue of RM. Awards will be shipped before the end of the (old) year.

# 1977 NIRA Mail-O-Graphic Bowling Tournament

NIRA is happy to announce its Sixth Annual Mail-O-Graphic Bowling Tournament. The Tournament offers members the opportunity to compete on a national basis, with the advantages of local participation. Entrants compete on their own neighborhood lanes, under like conditions, with equitable handicaps.

### No travel time or exceptional costs

All teams compete on lanes they use in their usual weekly leagues. Several NIRA members may band together in their home town to roll their Tournament games, if that is more convenient. Teams entered in their regular sanctioned company leagues may use league scores, providing that the teams adhere to the competition dates they indicate on their entry forms.

### Nominal entry fees and costs

The total entry fee for the Tournament is \$2.00 per person or \$10.00 per team. Of this, \$1.35 per person or \$6.75 per team is allocated for prize fees. One hundred per cent of this money is returned to participants in the form of trophies and prizes. The remaining \$0.65 per person or \$3.25 per team is devoted to promotional and administrative costs. Costs for the individual entrants will be no more than their usual lineage fees.

Entry fees may be paid either by the companies represented or by the individual participants — so long as participants are employed by a NIRA member company.

### Bowling Tournament

This year's tournament opens soon. **Andy Zadany**, Corning Glass, anticipates a large turnout of bowlers for this annual event. For your convenience, we have included tournament information and the official registration form on the following pages. Please tear the form from the Magazine and mail it with your entry fee.

### Awards Contest

Entry forms have been reviewed and finalized by Committee members for the 1977 Awards program. If you have not already received this year's entry booklet, it should reach you in the very near future. The Committee anticipates an increase in entries and feels that the changes which have been made will make the program more attractive. **Bill DeCarlo**, Xerox — Rochester, will chair this year's Awards Selection Committee.

### Photo Contest

Plans for the 1977 contest are underway. Contest dates are tentatively the same as last year: February 14 through April 9. All organization program directors should receive initial contest entry information by mail in the near future.

RM

### Effect on regular work schedules

The Tournament will have no effect on employees' regular work schedules. It is held locally, during employees' usual off-hours recreational time.

### Many may enter competition

The Tournament is designed to accommodate many teams and a large number of individual participants nationwide. Companies may enter as many teams as they desire. Multiple participation for individuals is possible, too, so long as no more than three people compete on the same two teams. Teams must be ABC or WIBC members so that averages can be verified.

### Tournament schedule

The Tournament is open for entries from February 1 through February 22, 1977. **Official entry forms are contained in this issue of Recreation Management.** A score sheet will be returned to each entrant. Completed entry forms must be mailed, together with entry fees, no less than one week prior to the competition date.

The Tournament closes February 27. All completed score sheets must be mailed to the Coordinator no later than three working days after that date.

### Questions and answers

All Bowling Tournament material, as well as any questions, should be directed to the Coordinator, **Andrew Zadany**, at Corning Glass Works, Corning Glass Center, Corning, N.Y. 14830. His phone number is (607) 974-8252.

RM

# TEAM ENTRY BLANK

AMOUNT \$  
PAID

Sixth annual NIRA MAIL — O — GRAPHIC BOWLING TOURNAMENT  
conducted under the auspices of the National Industrial Recreational Association

FEBRUARY 1, 1977 to FEBRUARY 28, 1977

**MEN'S DIVISION**

75% Handicap  
650 to 1000 Average  
750 Pins max

**WOMEN'S DIVISION**

75% Handicap  
500 to 900 Average  
900 Pins max.

- ALL PRIZE FEES WILL BE RETURNED IN PRIZE MONEY AND TROPHIES •

|           |              |
|-----------|--------------|
| TEAM      | TEAM CAPTAIN |
| FIRM      | ADDRESS      |
| PLAY DATE |              |

## RULES AND REGULATIONS

- CUTOUT AND RETURN
1. Only bona fide employees of a company affiliated with the National Industrial Recreation Association may compete.
  2. ABC and WIBC rules of play will govern the competition.
  3. Bowlers may bowl as often as they wish, but not more than 3 bowlers may compete together more than once on the same team.
  4. Prize Fee ..... \$1.35 (\$10.00 per team)  
Tournament Expense ..... .65  
Total per bowler to NIRA \$2.00
  5. No team entry accepted if team average is MEN 1000, LADIES 900.
  6. No entry blanks accepted without Team fee of \$10.00.
  7. Championship trophies will be awarded to Sponsor and winning team members.
  8. Teams may use league bowling scores during February, providing entry blank and fees are turned over to Coordinator before the match.
  9. Make checks payable to: N.I.R.A. Bowling Tournament.

### CERTIFICATE OF MEMBERSHIP

The undersigned certifies that the bowlers whose names are on this entry blank are bona fide employees of the \_\_\_\_\_ to whom competition in this tournament must be restricted.

NAME OF COMPANY

SIGNATURE OF COMPANY OFFICIAL

This application and fees must reach co-ordinator Andrew Zadany c/o Corning Glass Works, 39 E. Pulteney St., Corning, N.Y. 14830.

**AVERAGES MUST BE USED IN THE ORDER LISTED**

1. Use last year's highest average
2. If you had no average last year, use previous year's highest average.
3. If Rule 1 or 2 does not apply, use this year's average as of February 1, 1977, providing 21 or more games have been bowled. Affidavit or league standing sheet from league secretary must accompany entry.

|                                                                                                                                                 | LIST LEAGUES BOWLED IN | GAMES | AVERAGE |
|-------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|-------|---------|
| 1<br>NAME<br>ABC No.<br>Check      1 <input type="checkbox"/><br>Average    2 <input type="checkbox"/><br>Used       3 <input type="checkbox"/> | 1<br>2<br>3<br>4       |       |         |
| 2<br>NAME<br>ABC No.<br>Check      1 <input type="checkbox"/><br>Average    2 <input type="checkbox"/><br>Used       3 <input type="checkbox"/> | 1<br>2<br>3<br>4       |       |         |
| 3<br>NAME<br>ABC No.<br>Check      1 <input type="checkbox"/><br>Average    2 <input type="checkbox"/><br>Used       3 <input type="checkbox"/> | 1<br>2<br>3<br>4       |       |         |
| 4<br>NAME<br>ABC No.<br>Check      1 <input type="checkbox"/><br>Average    2 <input type="checkbox"/><br>Used       3 <input type="checkbox"/> | 1<br>2<br>3<br>4       |       |         |
| 5<br>NAME<br>ABC No.<br>Check      1 <input type="checkbox"/><br>Average    2 <input type="checkbox"/><br>Used       3 <input type="checkbox"/> | 1<br>2<br>3<br>4       |       |         |
| 6<br>NAME<br>ABC No.<br>Check      1 <input type="checkbox"/><br>Average    2 <input type="checkbox"/><br>Used       3 <input type="checkbox"/> | 1<br>2<br>3<br>4       |       |         |

DO NOT WRITE BELOW THIS LINE

TEAM AVERAGE \_\_\_\_\_

HANDICAP \_\_\_\_\_



Vol. 40/Issue No. 5/1976

# Recreation program is pride of major Canadian manufacturer

Dominion Foundries & Steel Company of Hamilton, Ontario makes a point of telling employees and the public about its recreation program. In a recent issue of the *Dofasco Illustrated News*, the Foundries' attractive and informative magazine, Editor Robert P. Strachan devoted a full-color spread to Employee Recreation Manager A. Murray Dick's program.

Reprinted by permission from the *Dofasco Illustrated News*

# All work and no play... means Jack doesn't work at Dofasco

By John Lawrence Reynolds/Photography by Al Tone

It happens almost every day, somewhere in Dofasco.

Someone — a Foreman in the Hot Mill, an Expediter in Shipping — has a reason to contact another department in the Company, another one of potentially 12,000 unseen faces on the telephone.

Except that often the face is neither unseen nor unknown. "Let's see," the thinking might go, "our third baseman works in that department on this shift. I'll call him and get the answer right away . . ."

Chalk up another benefit of Dofasco's recreation program:

## Over 40 activities

Over 5,000 Dofasco employees don't participate in the Company's widespread recreation program just to meet other people throughout the plant, of course. They meet to play chess, tune ham radios, enter sports car rallies, compare stamp collections, and engage in over 40 other activities because they enjoy them. And because the program is there to use.

But it's also true that meeting others in Dofasco with the same hobbies and interests fosters a sense of teamwork that doesn't end with the bottom of the ninth inning, or the last slap-shot of the season. When the time comes to contact someone in one of Dofasco's many departments and divisions, it's natural to call someone with whom you've participated in the Recreation Program.

"That helps things roll smoothly for the Company," said Murray Dick, Dofasco's full-time Manager, Employee Recreation. "But there's another hidden benefit for the employees who take part in the program, too."

"We've discovered some otherwise unrecognized organizational talents among Dofasco people who have become actively involved in committee work with the Recreation Program."

"I'm sure there's more than coincidence behind the fact that so many of our best administrators are also sitting on various committees in the program. There's definitely a cause-and-effect relationship there."

Murray's long-time assistant Dale Hails agrees. "If you see a man involved in manual labour all day long, you could convince yourself that you know the limits of



Mr. Recreation himself.

Employee Recreation Manager Murray Dick admires the coveted Helms/Citizens Savings Award, North America's top industrial recreation program award.

his abilities. But when you see some of these same employees involved in committee work, organizing programs, and motivating other people, you get a much better idea of him as a person."

Dofasco's present Recreation Program extends back to 1943, about the time Murray Dick became actively involved. From the beginning, the emphasis has been on involvement rather than individual achievement. For example, one of the most popular and fastest growing sports on the program is slow-pitch softball, or 'blooperball', where the object is to have the batter hit the ball and run the bases. "In this way," Murray points out, "everybody gets to play, instead of a situation where a good pitcher and catcher control the game and the others watch."

No-contact hockey is mushrooming in the same manner as slow-pitch baseball. With no body-checking permitted, a smaller player who skates and passes well but lacks aggressiveness has an equal chance to participate.

Much, though not all, of the Recreation Program activities takes place at Dofasco's Recreation Park off Woodward Avenue.

Plans are in the works, however, for the action to be moved to a new 50 acre park development at Green Mountain Road and First Road East, Saltfleet.

## Looking to the future

"Eventually we plan to add new facilities, perhaps for swimming, curling, hockey, physical fitness and so on," said Murray Dick. Capital costs for facilities are borne by the Company, which also supports approved budgets by the various committees on a 50-50 basis. It's up to the individual committees to elect their officers, establish goals and programs, and carry them out with the guidance of the Recreation Department.

"We try to see every group as often as necessary during the year," said Dale Hails, who averages, "90 to 100 evenings a year", when he's out sitting in on committee meetings or visiting on regular meeting nights and tournaments.

Is the program really worth all the investment in time and money by the Company and employees?

"Yes," said the National Industrial Recreational Association in 1971 when they named Dofasco best in North America!

## Father and son

"Yes," says George Loluia, an Electrician in the Electrolytic Tinning Line who is practically a legend in the Recreation Program. George first formed one of the bowling groups 25 years ago, and since then became involved in the chess club, the camera club, and minor hockey program thanks to his son Alex, who is now coaching a team in the same league. "The Recreation Program shows you the human side of your co-workers, and that's important," says George.

"Yes," say the 5,500 Dofasco workers who meet to fly model airplanes, hit tennis balls, hold square dances, and swap fishing stories, among other activities.

And, theirs is the most resounding "Yes!" of all.

*When representatives of Dofasco's various recreation groups get together, things are apt to get a bit crowded. The Company's program includes some 46 separate activities.*

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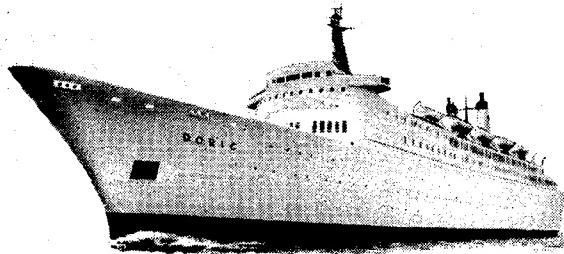
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RM, December/January, 1977

# Members book NIRA/Warner Bros. Film Program

## Chase Manhattan Bank

**Marc Frankel (212) 552-3186**

Up to 600 people see a free feature film each week at Chase Manhattan. Warner Bros. supplies five-part serializations for lunch-time showings in 20 to 25-minute segments. Frankel says he checked into the Warner Bros. program as "just another source for films." It was the rental discounts that convinced him to invest in the program.

## Xerox Recreation Association

**David Baker (716) 423-3917**

Xerox offers Friday shows at 7:30 and 9:00 p.m. in the Xerox auditorium. Five-film passes sell for \$5 per couple, \$3 per person. Single admissions to a film cost \$1. Baker says it may take a while for participation to reach its full potential. But, he says, "Attendance is encouraging . . . and we think it will build."

## Owens-Corning Fiberglas

**Al Ward (419) 248-8132**

"We're very pleased with it," says Al Ward about his admission-free film series. "I like the reaction we've had from employees."

Warner Bros. supplies Ward with two-part versions of his film choices. He screens the movies on consecutive days, for free, in the plant cafeteria and serves an inexpensive lunch at each screening. Lunch tickets for the series cost \$6 per person for ten lunches (five films). A \$1 ticket covers two lunches (one film).

"People come, get their lunches and enjoy the movie," says Ward. "We start promptly and finish without abusing company time."

All three men are glad to discuss their film programming experiences. Call them — or contact **Scott Lane** at the Warner Bros. Film Gallery, 4000 Warner Blvd., Burbank, CA 91522 — (213) 843-6000.

Learn more about  
film programs

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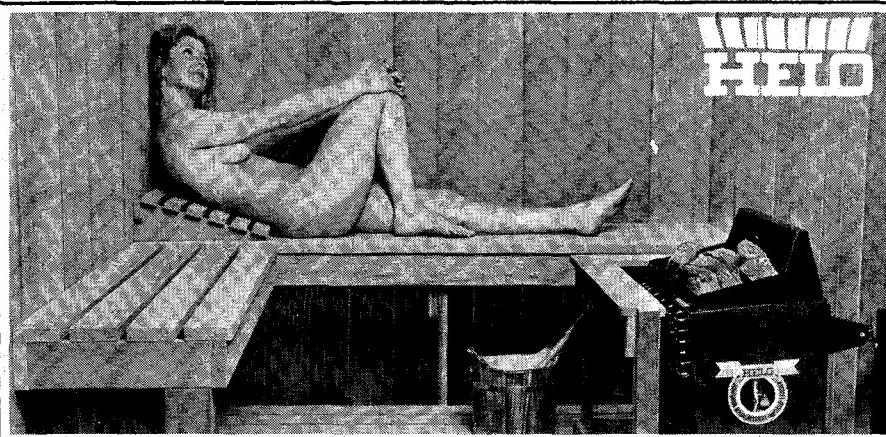
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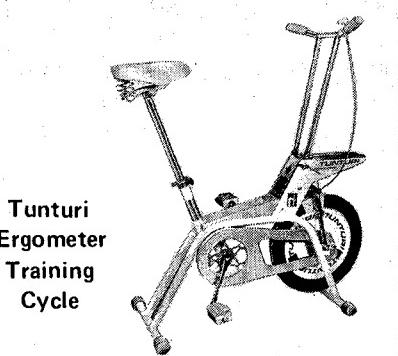
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CIRCLE READER SERVICE CARD NO. 214

## 19 Caribbean Holiday Inns featured in group planner

**N**INETEEN Holiday Inn resorts in the Caribbean, Bahamas and Atlantic are participating in the 1977 Island Rendezvous Group Planner, according to an announcement by Michael Picot, marketing director for the Caribbean District of Holiday Inns, Inc.

Participating Holiday Inns are located on Antigua, Aruba, Barbados, Bermuda, Curacao, Freeport, Grand Cayman, Grenada, Guadeloupe, Jamaica, Miami Beach, Panama, Ponce-Puerto Rico, Paradise Island, San Juan-Condado, San Juan-Isla Verde, St. Lucia, St. Thomas and Trinidad. Effective dates are December 16, 1976 through December 15, 1977, and the participating carrier is Eastern Air Lines.

The program, called "Island Rendezvous," is pre-packaged in basic units of three to seven nights, with the availability of meal plans, dinner and cocktail parties, entertainment, tour and sports activities—all unit-

priced. The guide's format enables recreation directors to tailor programs for 20 to 400 persons, by starting with the basic package and adding the extras required.

"This will be the first time that every Holiday Inn resort in the Caribbean area is included in the Group Planner," Mr. Picot said in his Miami Beach office recently.

"In previous years, only a few Holiday Inn properties were included on a participation basis, which led to some confusion. A group organizer, whether a travel agent or a corporation, doesn't know which Holiday Inn sales office to contact for which property. Now he or she can plan an entire group program at any Holiday Inn resort in the Caribbean without having to make one telephone call," he said. "And when a recreation director wants to make a booking, all he or she has to do is call the toll free Group Sales number, 800/238-5510, make the booking and mail in the deposit."

RM

CIRCLE READER SERVICE CARD NO. 215

# Holiday Inn Resorts' 1977 Group Planner



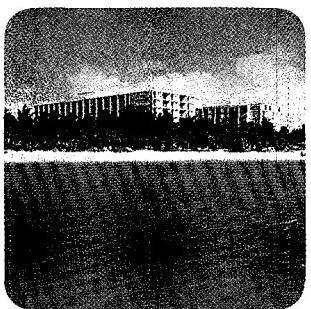
A unique aid that lets you combine our pre-packaged Island Rendezvous Group Packages with the other desirable group elements to tailor the overall package to meet your group's special needs. And it offers you nineteen fabulous Holiday Inn Island Resorts...Antigua, Aruba, Barbados, Bermuda, Curacao, Freeport/Lucaya, Grand Cayman, Grenada, Guadeloupe, Jamaica, Miami Beach-22nd Street, Panama, Paradise Island, Ponce-Puerto Rico, San Juan-Condado, San Juan-Isla Verde, St. Lucia, St. Thomas, Trinidad.



# Welcome to Holiday Inn Resorts' Wonderful Caribbean World.



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ARUBA



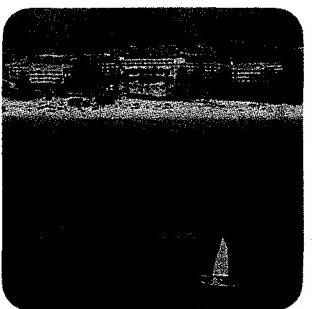
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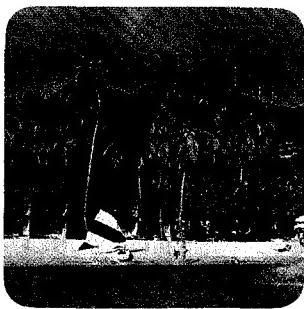
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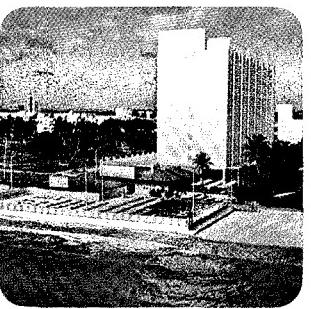
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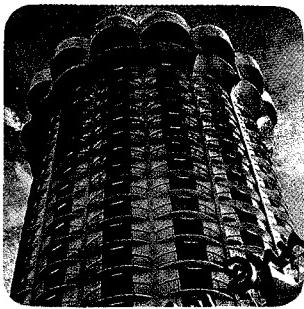
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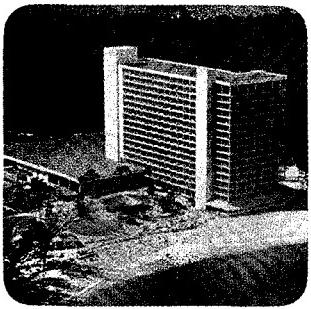
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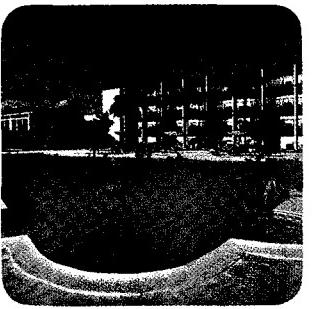
MIAMI BEACH  
22nd Street



PANAMA



PARADISE ISLAND



PONCE  
Puerto Rico



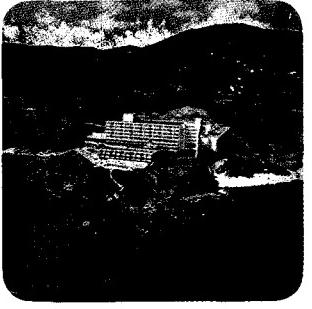
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and water skiing. Tournament tennis courts. Fascinating  
shops with magnificent imports. Intriguing cocktail  
lounges. Gourmet restaurants. Island entertainment.  
Most are near challenging golf courses and in many you

can almost hear the beguiling voice of Lady Luck who  
presides in a casino nearby. This is for your group if they  
are just on a vacation.

If your group wants a meeting, too, our meeting facilities  
are designed for professional needs. Our spacious  
rooms have portable sound-proof walls for flexibility.  
Our complete audio-visual facilities are the most modern.  
And our professional convention staff knows exactly  
how to help you have a fine convention or meeting...  
and a unique vacation experience.

So pick your Island and plan your trip. Now!

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# Antigua Island Rendezvous



Holiday Inn®

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- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Drink on arrival
- Innkeeper's Rum Swizzle Party
- Round trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (5%) Government Room and Food Tax

- Complimentary use of pool and beach chaise lounges and towels
  - Social Director/Daily Activities Programme
  - Group Coordinator/Services
  - Children under 12 years room free when sharing with Adult
  - Children's Activities
- BASIC PACKAGE (for groups of 10 or more rooms)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

**December 16, 1976 to April 15, 1977**

**Prices per person, European Plan — (Room only)**

**E.P.**

|       |        |
|-------|--------|
| 3 Nts | 99.00  |
| 4 Nts | 128.00 |
| 5 Nts | 157.00 |
| 6 Nts | 186.00 |
| 7 Nts | 216.00 |

**April 16, 1977 to December 15, 1977**

**Prices per person, European Plan and Modified American Plan**

**E.P.**

|       |        |        |
|-------|--------|--------|
| 3 Nts | 79.00  | 124.00 |
| 4 Nts | 102.00 | 162.00 |
| 5 Nts | 125.00 | 200.00 |
| 6 Nts | 148.00 | 238.00 |
| 7 Nts | 171.00 | 276.00 |

**M.A.P.**

|        |
|--------|
| 124.00 |
| 162.00 |
| 200.00 |
| 238.00 |
| 276.00 |

**Single**

|       |        |        |        |
|-------|--------|--------|--------|
| 3 Nts | 179.00 | 123.00 | 168.00 |
| 4 Nts | 235.00 | 160.00 | 220.00 |
| 5 Nts | 292.00 | 198.00 | 273.00 |
| 6 Nts | 348.00 | 235.00 | 325.00 |
| 7 Nts | 404.00 | 273.00 | 378.00 |

**Triple**

|       |        |        |        |
|-------|--------|--------|--------|
| 3 Nts | 79.00  | 67.00  | 112.00 |
| 4 Nts | 102.00 | 84.00  | 144.00 |
| 5 Nts | 125.00 | 103.00 | 178.00 |
| 6 Nts | 148.00 | 121.00 | 211.00 |
| 7 Nts | 170.00 | 140.00 | 275.00 |

Children under 12 years room free sharing with adult. Transfers and package features, one time charge \$9.00 per child.

## Meal Plan — Daily Rates

**B.P. Breakfast Plan**

\$4.00

**M.A.P. Modified American Plan**

(Breakfast, Dinner)

\$16.00

A 10% gratuity and 5% Government Tax is applied to all meal plans.

**NOTE:** A substantial savings will be realized in purchasing Summer M.A.P. package.

**Prices:** All rates are in U.S. Dollars and are subject to change.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Barclay Card.

**NOTE:** Airport Departure Tax NOT INCLUDED.

## Major Facilities and Activities

**Poolside.** Barbeques, lobster feasts, Native Music and dancing.

**Fiesta Room.** Cocktails and Gourmet dining.

**Caricabana Room.** Breakfast and lunch.

**Sports.** Tennis, shuffleboard, archery. 9 hole golf course 10 minute drive. Horseback riding, sailing, deep sea fishing, scuba diving, snorkeling and water skiing.

**Sightseeing.** Historical Nelson's Dockyard. Lush Fig Tree Drive.

**Shopping.** Clothes, liquor, china, duty free goods in downtown St. Johns and at the Airport.

## Meeting & Banquet Facilities

### Name of Room

Casino Room  
Fiesta Room  
Lounge

### Dimensions

48' x 56'

### Capacity

300  
200  
75

**Cocktails and Hors d'oeuvres****ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price Per Person)                    | 1 Hr.  | Add. 1/2 Hr. | 2 Hrs. | No. of Persons | Group Total        |
|---------------------------------------|--------|--------------|--------|----------------|--------------------|
| Full Open Bar                         | 6.50*  | 2.25*        | 10.50* | x              | =                  |
| Full Open Bar with<br>Hot & Cold H/D  | 11.00* | 4.25*        | 21.00* | x              | =                  |
| Rum Punch Party                       | 2.75*  | 1.75*        | 6.25*  | x              | =                  |
| *10% gratuity and 5% tax not included |        |              |        |                | <b>Subtotal \$</b> |

| Entertainment                                                           | Min. Length | Cost   | No. of Performances | Group Total        |
|-------------------------------------------------------------------------|-------------|--------|---------------------|--------------------|
| Calypsonian                                                             | 1 Hr.       | 40.00  | x                   | =                  |
| Trio                                                                    | 1 Hr.       | 50.00  | x                   | =                  |
| Steel Band                                                              | 2 Hrs.      | 100.00 | x                   | =                  |
| Band, local dance troupe<br>limbo dancers and<br>fire-eating floor show |             | 300.00 | x                   | =                  |
|                                                                         |             |        |                     | <b>Subtotal \$</b> |

| Sightseeing                   | Price Per Person | No. of Persons | Group Total        |
|-------------------------------|------------------|----------------|--------------------|
| City and Surroundings         | 5.00             | x              | =                  |
| City and Country Tour         | 8.00 1/2 day     | x              | =                  |
|                               | 16.00 full day   | x              | =                  |
| Island Tour (lunch, swimming) | 20.00            | x              | =                  |
|                               |                  |                | <b>Subtotal \$</b> |

| Sports                                  | Price Per Person | No. of Persons | Group Total        |
|-----------------------------------------|------------------|----------------|--------------------|
| Deep sea fishing<br>(six persons limit) | 25.00            | x              | =                  |
| Scuba Diving                            | 15.00 per dive   | x              | =                  |
| Scuba Sightseeing Tour                  | 30.00            | x              | =                  |
| Sun Fish Sailing                        | 6.00 per hour    | x              | =                  |
| Snorkeling                              | 3.00 per day     | x              | =                  |
| Tennis                                  | Free             | x              | =                  |
| Shuffleboard                            | Free             | x              | =                  |
| Horseback riding                        | 6.00 per hour    | x              | =                  |
|                                         |                  |                | <b>Subtotal \$</b> |

| Golf        | No. of Persons | Group Total        |
|-------------|----------------|--------------------|
| Greens Fees | 5.00           | x                  |
|             |                | <b>Subtotal \$</b> |

**Note:** To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

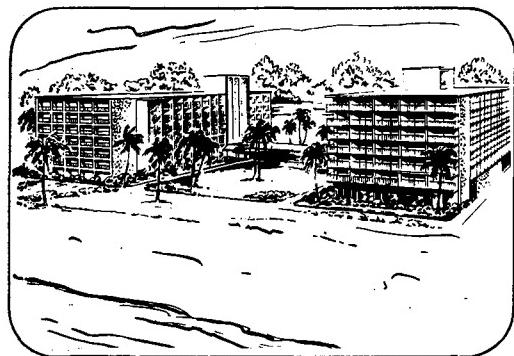
**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl | Sng | Tri | Child |
|-----------------------------------------------------------|-----|-----|-----|-------|
| Basic Program _____ Nts.                                  |     |     |     |       |
| Meal Plan Adult _____ + Grat = _____ x _____ Nts. = _____ |     |     |     |       |
| Meal Plan Child _____ + Grat = _____ x _____ Nts. = _____ |     |     |     |       |
| Additional Hotel Features                                 |     |     |     |       |
| Airport Departure Tax                                     |     |     |     |       |
| Round Trip Airfare                                        |     |     |     |       |
| <b>Subtotal</b>                                           |     |     |     |       |
| <b>× Number of Per Persons</b>                            |     |     |     |       |
| <b>PER PERSON GRAND TOTAL</b>                             |     |     |     |       |

**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_

# Aruba



## Island Rendezvous

IT6EA1HIRAR

- Air-conditioned Room/2 Double Beds and Private Balcony
  - Welcome Rum Swizzle Party
  - Guide Book and Map of the Island
  - Shopper's Discount Bonus Book
  - Innkeeper's Cocktail Party — open bar with hors d'oeuvres (1-hr.) (Thurs.)
  - Gaming Instruction and a \$5 complimentary chip at King International Casino
  - Round trip transfers including baggage handling
  - (10%) Gratuities covering Bellboys, Maids, Pool and Beach Boys
- BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

### Prices per person European Plan (Room only)

Dec 16-Apr 16

Rates Valid December 16, 1976-December 16, 1977

Apr 17-Jun 30

Jul 1-Sep 10

Sep 11-Oct 31

Nov 1-Dec 15

#### Double

|       |        |        |        |        |        |
|-------|--------|--------|--------|--------|--------|
| 3 Nts | 99.00  | 57.00  | 64.00  | 57.00  | 64.00  |
| 4 Nts | 129.00 | 73.00  | 83.00  | 73.00  | 83.00  |
| 5 Nts | 160.00 | 90.00  | 101.00 | 90.00  | 101.00 |
| 6 Nts | 190.00 | 106.00 | 120.00 | 106.00 | 120.00 |
| 7 Nts | 221.00 | 122.00 | 139.00 | 122.00 | 139.00 |

#### Single

|       |        |        |        |        |        |
|-------|--------|--------|--------|--------|--------|
| 3 Nts | 176.00 | 92.00  | 106.00 | 92.00  | 106.00 |
| 4 Nts | 233.00 | 120.00 | 139.00 | 120.00 | 139.00 |
| 5 Nts | 289.00 | 148.00 | 172.00 | 148.00 | 172.00 |
| 6 Nts | 345.00 | 176.00 | 204.00 | 176.00 | 204.00 |
| 7 Nts | 401.00 | 204.00 | 237.00 | 204.00 | 237.00 |

#### Triple

|       |        |        |        |        |        |
|-------|--------|--------|--------|--------|--------|
| 3 Nts | 78.00  | 50.00  | 53.00  | 50.00  | 53.00  |
| 4 Nts | 101.00 | 64.00  | 68.00  | 64.00  | 68.00  |
| 5 Nts | 125.00 | 78.00  | 84.00  | 78.00  | 84.00  |
| 6 Nts | 148.00 | 92.00  | 99.00  | 92.00  | 99.00  |
| 7 Nts | 172.00 | 106.00 | 114.00 | 106.00 | 114.00 |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$6.00 per child.

### Meal Plan — Daily Rates/Per Person

#### B.P. Breakfast Plan

adult \$4.00

child \$3.50

#### M.A.P. Modified American Plan

(Breakfast, Dinner)

adult \$18.00

child \$14.00

#### F.A.P. Full American Plan

(Breakfast, Lunch, Dinner)

adult \$22.00

child \$18.00

A 10% gratuity is applied to all meal plans

**M.A.P. SUPPLEMENT INCLUDES:** Delicious breakfast and dinner daily, Antillean Folkloric Night (Sun.); Venezuelan Night (Mon.); King Neptune's Night — buffet with water ballet show (Tues.); Caribbean Carnival Night — Poolside B-B-Q and show (Fri.); Dinner nightly (except Tuesday and Friday) in either the Palm Beach Supper Club with International Entertainment and Dancing, or the Salon International. **NOTE:** M.A.P. provides exceptional savings proportionately, over a la carte dining and prevailing restaurant rates.

**Prices:** Based on U.S. exchange rate \$1.00 = NF \$1.75 and are subject to currency fluctuations.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard.

**NOTE:** Airport Departure Tax of \$3.50 per person **NOT INCLUDED.**

### Major Facilities and Activities

**Poolside.** Carnival show and barbecue with steel band and carnival costumes — water ballet and buffet dinner.

**Palm Beach Room.** International entertainers.

**Venezuelan Night.** Venezuelan entertainment and specialty dishes.

**Innkeeper's Party.** Open cocktail bar. Hot and cold hors d'oeuvres.

**Aruba's largest gaming casino** is located right in the Inn.

**Sports.** Deep sea fishing. Snorkeling, scuba diving. 4 tennis courts. Mini-golf.

**Sightseeing.** Round-the-island tour. Tour of oil refinery. Other tours by arrangement.

**Shopping.** Bus service to Nassaustraat in nearby Oranjestad. Hotel shops open during hours when others are closed.

### Meeting & Banquet Facilities

| Name of Room | Dimensions | Ceiling Height | Theatre | Classroom | Banquet |
|--------------|------------|----------------|---------|-----------|---------|
| Ancicouri    | 28' x 50'  | 13'            | 160     | 110       | 110     |
| Casibari     | 28' x 50'  | 13'            | 160     | 110       | 110     |
| Ayo Room     | 28' x 50'  | 13'            | 160     | 110       | 110     |

Note: All three rooms open together to form the Oranjestad Room.

**Cocktails and Hors d'oeuvres**
**ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price per person)                | 1 Hr. | Add. 1/2 Hr. | 2 Hrs. | No. of Persons | Group Total |
|-----------------------------------|-------|--------------|--------|----------------|-------------|
| Full Open Bar                     | 5.50* | 1.75*        | 9.00*  | X              | =           |
| Antillean Open Bar                | 4.25* | 1.50*        | 7.25*  |                |             |
| Full Open Bar with Hot & Cold H/D | 8.75* | 3.50*        | 15.50* | X              | =           |
| Dry Buffet                        | 1.75* | 1.00*        | 3.75*  |                |             |
| Rum Punch Party                   | 3.50* | 1.25*        | 7.70*  | X              | =           |

\*10% Gratuity not included

**Subtotal \$**
**Entertainment**

|                  | Min. Length | Approx. Cost | No. of Performances | Group Total |
|------------------|-------------|--------------|---------------------|-------------|
| Native Trio      | 1 hr.       | 40.00        | X                   | =           |
| Dance Band       |             |              |                     |             |
| Plus Native Show | 5 hrs.      | 280.00       | X                   | =           |
| Folkloric Show   | 45 min.     | 225.00       | X                   | =           |
| Fashion Show     | 30 min.     | 55.00        | X                   | =           |

**Subtotal \$**
**Sightseeing**

|                                  | Price Per Person | No. of Persons | Group Total |
|----------------------------------|------------------|----------------|-------------|
| Round the island tour 3 1/2 hrs. | 7.50             | X              | =           |
| One day tour to Caracas          | 115.00           | X              | =           |
| One day tour to Curacao          | 66.00            | X              | =           |
| Horseback Tour                   | 10.00            | X              | =           |

**Subtotal \$**
**Sports**

|                                | Price per Person | No. of Persons | Group Total |
|--------------------------------|------------------|----------------|-------------|
| Sailboats - Sun Fish           | 8.00/hour        | X              | =           |
| Snorkeling                     | 3.00/hour        | X              | =           |
| Scuba Diving, instructor —     |                  |                |             |
| 1 Hour                         | 27.50            | X              | =           |
| Glassbottom boat trip          | 4.40/hour        | X              | =           |
| Pedal Boats, 2 persons         | 7.00/hour        | X              | =           |
| Water Skiing                   | 5.00             | X              | =           |
| Deep Sea Fishing (4 per. min.) |                  |                |             |
| 1/2 Day                        | 75.00            | X              | =           |

**Subtotal \$**
**Golf**

|                      | All Year | No. of Persons | No. of Days | Group Total |
|----------------------|----------|----------------|-------------|-------------|
| Green Fees (9 holes) | 5.00     | X              | X           | =           |
| Caddy Fees (9 holes) | 2.00     | X              | X           | =           |
| Club Rental          | 4.00     | X              | X           | =           |

**Subtotal \$**

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl | Sng | Tri | Child |
|-----------------------------------------------------------|-----|-----|-----|-------|
| Basic Program _____ Nts.                                  |     |     |     |       |
| Meal Plan Adult _____ + Grat = _____ X _____ Nts. = _____ |     |     |     |       |
| Meal Plan Child _____ + Grat = _____ X _____ Nts. = _____ |     |     |     |       |
| Additional Hotel Features                                 |     |     |     |       |
| Airport Departure Tax                                     |     |     |     |       |
| Round Trip Airfare                                        |     |     |     |       |

**Subtotal**

× Number of Per Persons

**PER PERSON GRAND TOTAL**

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_



**Cocktails and Hors d'oeuvres**
**ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price Per Person)                    | 1 Hr.  | Add. ½ Hr. | 2 Hrs. | No. of Persons | Group Total        |
|---------------------------------------|--------|------------|--------|----------------|--------------------|
| Full Open Bar                         | 6.50*  | 2.25*      | 10.50* | X              | =                  |
| Full Open Bar with Hot & Cold H/D     | 11.00* | 4.25*      | 21.00* | X              | =                  |
| Rum Punch Party                       | 2.75*  | 1.75*      | 6.25*  | X              | =                  |
| *10% Gratuity and 5% Tax not included |        |            |        |                | <b>Subtotal \$</b> |

| Entertainment                                                        | Min. Length | Cost   | No. of Performances | Group Total        |
|----------------------------------------------------------------------|-------------|--------|---------------------|--------------------|
| Calypsonian                                                          | 1 Hr.       | 40.00  | X                   | =                  |
| Trio                                                                 | 1 Hr.       | 50.00  | X                   | =                  |
| Steel Band                                                           | 2 Hrs.      | 100.00 | X                   | =                  |
| Band, local dance troupe<br>Limbo dancers and fire-eating floor show |             | 300.00 | X                   | =                  |
|                                                                      |             |        |                     | <b>Subtotal \$</b> |

| Sightseeing                   | Price Per Person | No. of Persons | Group Total        |
|-------------------------------|------------------|----------------|--------------------|
| City and Surroundings         | 5.00             | X              | =                  |
| City and Country Tour         | 8.00 ½ day       | X              | =                  |
|                               | 16.00 full day   | X              | =                  |
| Island Tour (lunch, swimming) | 20.00            | X              | =                  |
|                               |                  |                | <b>Subtotal \$</b> |

| Sports                                  | Price Per Person                           | No. of Persons | Group Total        |
|-----------------------------------------|--------------------------------------------|----------------|--------------------|
| Deep sea fishing<br>(six persons limit) | 25.00                                      | X              | =                  |
| Scuba diving                            | 15.00 per dive                             | X              | =                  |
| Scuba Sightseeing Tour                  | 30.00                                      | X              | =                  |
| Sun Fish Sailing                        | 6.00 per hour                              | X              | =                  |
| Snorkeling                              | 3.00 per day                               | X              | =                  |
| Tennis                                  | Nearby — arrangements made at Hostess Desk | X              | =                  |
| Shuffleboard                            | Free                                       | X              | =                  |
| Horseback Riding                        | 6.00 per hour                              | X              | =                  |
|                                         |                                            |                | <b>Subtotal \$</b> |

| Golf       | No. of Persons | Group Total        |
|------------|----------------|--------------------|
| Green Fees | 5.00           | X                  |
|            |                | <b>Subtotal \$</b> |

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

|                    |     |                   |
|--------------------|-----|-------------------|
| (Per Person Costs) | Dbl | (Per Person Rate) |
|                    |     | Sng               |
|                    |     | Tri               |
|                    |     | Child             |

Basic Program. \_\_\_\_\_ Nts.

Meal Plan Adult \_\_\_\_\_ + Grat = \_\_\_\_\_ X \_\_\_\_\_ Nts. = \_\_\_\_\_

Meal Plan Child \_\_\_\_\_ + Grat = \_\_\_\_\_ X \_\_\_\_\_ Nts. = \_\_\_\_\_

Additional Hotel Features \_\_\_\_\_

Airport Departure Tax \_\_\_\_\_

Round Trip Airfare \_\_\_\_\_

**Subtotal** \_\_\_\_\_

× Number of Per Persons \_\_\_\_\_

**PER PERSON GRAND TOTAL** \_\_\_\_\_

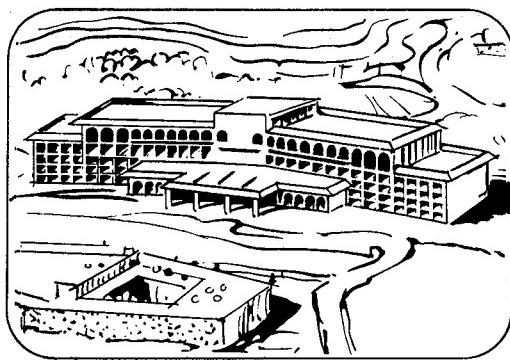
Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_

# BERMUDA Island Rendezvous



IT6EA1HIRBD



- Air-conditioned Room/2 Double Beds/Television/Private Balcony
- Breakfast and Dinner daily\*\*
- Welcome Rum Swizzle Party
- Afternoon Tea (Daily)
- Guide Book with Map
- Shopper's Bonus Book
- Round Trip transfers including Baggage Handling
- Government Room Tax
- Gratuities covering bellboys, maids, dining room waiters for (MAP) breakfast and dinner

- Complimentary use of Pool and Private Beach, chaise lounges and towels
- Group Coordinator/Services
- Social Director/Daily activity programme
- Children under 12 years, room free when sharing with adult
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

**BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

**Rates Valid November 1, 1976-October 31, 1977**

| Double            | All Rates Quoted M.A.P. |          |          |                  |                  |                  |                  |
|-------------------|-------------------------|----------|----------|------------------|------------------|------------------|------------------|
|                   | Dec 22/76-              | Jan 4/77 | Jan 5-31 | Feb 1-<br>Mar 31 | Apr 1-<br>Jun 30 | Jul 1-<br>Aug 30 | Sep 1-<br>Oct 31 |
| Prices Per Person | Nov 1-30                | Dec 1-21 |          |                  |                  |                  |                  |
| 4 Nts             | 164.00                  | 147.00   | 164.00   | 147.00           | 164.00           | 190.00           | 190.00           |
| 5 Nts             | 203.00                  | 182.00   | 203.00   | 182.00           | 203.00           | 236.00           | 236.00           |
| 6 Nts             | 243.00                  | 217.00   | 243.00   | 217.00           | 243.00           | 282.00           | 282.00           |
| 7 Nts             | 282.00                  | 252.00   | 282.00   | 252.00           | 282.00           | 328.00           | 328.00           |
| Single            | 4 Nts                   | 226.00   | 216.00   | 226.00           | 216.00           | 290.00           | 303.00           |
|                   | 5 Nts                   | 281.00   | 269.00   | 281.00           | 269.00           | 361.00           | 377.00           |
|                   | 6 Nts                   | 336.00   | 321.00   | 336.00           | 321.00           | 432.00           | 451.00           |
|                   | 7 Nts                   | 391.00   | 374.00   | 391.00           | 374.00           | 503.00           | 525.00           |
| Triple            | 4 Nts                   | 156.00   | 143.00   | 156.00           | 143.00           | 156.00           | 174.00           |
|                   | 5 Nts                   | 193.00   | 177.00   | 193.00           | 177.00           | 193.00           | 215.00           |
|                   | 6 Nts                   | 230.00   | 212.00   | 230.00           | 212.00           | 230.00           | 257.00           |
|                   | 7 Nts                   | 268.00   | 246.00   | 268.00           | 246.00           | 268.00           | 298.00           |

Children under 12 years room free when sharing with adult.

(E.P.) Transfers and package features, one time charges \$5.50 per child; gratuities — \$1.75 per day children 6-12, under 6 no charge. Children's M.A.P. \$10.00 per day.

\*\*Included in (M.A.P.) priced packages only.

NOTE: M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

**Prices:** Based on U.S. exchange rate \$1.00 = **On Par** and are subject to currency fluctuations.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** None.

**NOTE:** Airport Departure Tax of \$3.00 per person **NOT INCLUDED**.

**Major Facilities and Activities**

**Mangrove Lounge.** Dancing. Live evening entertainment.

**Mid-Atlantic Supper Club.** Gourmet dining. International night club shows.

**Poolside.** Snack bar. Water sports.

**Afternoon tea.** Daily in the British manner.

**Full length feature movies.**

**Game room.** Fun for adults and children.

**Sports.** Swimming, water skiing, snorkeling, pedal boats, fishing, tennis, golf on the Inn's private course, children's playground.

**Sightseeing.** Island tours. Underground crystal caves. Devil's Hole. The Aquarium, The Dolphin's Show. Three historic forts on the Inn's grounds. Unspoiled St. George's, oldest town west of London.

**Shopping.** Jewelry, clothing, souvenirs in lobby shops. Within walking distance, the modern and the old-time shops of St. George's.

**Meeting & Banquet Facilities**

| Name of Room | Dimensions | Ceiling Height | Theatre | Classroom | Banquet |
|--------------|------------|----------------|---------|-----------|---------|
| St. George   | 27' x 58'  | 16'            | 180     | 160       | 160     |
| Smiths       | 24' x 58'  | 16'            | 160     | 140       | 140     |
| Devonshire   | 25' x 58'  | 16'            | 160     | 140       | 140     |
| Pembroke     | 21' x 58'  | 16'            | 160     | 140       | 140     |
| St. Davids   | 55' x 19'  | 16'            | 140     | 120       | 120     |
| Paget        | 23' x 19'  | 8'             | 60      | 40        | 40      |
| Hamilton     | 48½' x 19' | 8'             | 80      | 60        | 60      |
| Warwick      | 24' x 19'  | 8'             | 60      | 40        | 40      |
| Great Hall   | 97' x 58'  | 16'            | 700     | 580       | 600     |

**Cocktails and Hors d'oeuvres****ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price per person)                   | 1 Hr. | 1½ Hrs. | 2 Hrs. | No. of Persons | Group Total        |
|--------------------------------------|-------|---------|--------|----------------|--------------------|
| Full Open Bar                        | 5.75* | 7.75*   | 8.75*  | X              | =                  |
| Full with Cold                       | 7.75* | 9.75*   | 10.75* | X              | =                  |
| Full Open Bar with<br>Hot & Cold H/D | 9.75* | 11.75*  | 12.75* | X              | =                  |
| Rum Punch Party                      | 3.50* | 4.50*   | 5.50*  | X              | =                  |
| *Includes 15% gratuity               |       |         |        |                | <b>Subtotal \$</b> |

| Entertainment      | Min. Length | Cost   | No. of Performances | Group Total |
|--------------------|-------------|--------|---------------------|-------------|
| Native Trio        | 1 hr.       | 175.00 | X                   | =           |
| Dance Band         | 1 hr.       | 250.00 | X                   | =           |
| Native Show        | 45 min.     | 250.00 | X                   | =           |
| Fashion Show       | 45 min.     | 250.00 | X                   | =           |
| Steel Band         | 1 hr.       | 350.00 | X                   | =           |
| Calypso Singer     | 1 hr.       | 50.00  | X                   | =           |
| Pianist            | 1 hr.       | 50.00  | X                   | =           |
| <b>Subtotal \$</b> |             |        |                     |             |

| Water Sports       | Price per Person                 | No. of Persons | Group Total |
|--------------------|----------------------------------|----------------|-------------|
| Water Skiing       | \$28/hr. \$15 ½ hr. \$7.50 ¼ hr. | X              | =           |
| Sunfish            | \$22/day \$16 ½ day \$6/hr.      | X              | =           |
| Pedal Boats        | \$22/day \$16 ½ day \$6/hr.      | X              | =           |
| Snorkel Gear       | \$ 8/day \$ 6 ½ day \$2/hr.      | X              | =           |
| Air Mats           | \$ 8/day \$ 6 ½ day \$2/hr.      | X              | =           |
| <b>Subtotal \$</b> |                                  |                |             |

| Sightseeing              | Price per Person | No. of Persons | Group Total |
|--------------------------|------------------|----------------|-------------|
| 5 hr. Cruise             | 17.00*           | X              | =           |
| 2 hr. Sea Gardens Trip   | 5.75*            | X              | =           |
| 2 hr. Glassbottom Boat   | 5.75*            | X              | =           |
| The Blue Grotto Dolphins | 1.60*            | X              | =           |
| Night Club Tour          | 16.00*           | X              | =           |
| 3 hr. Taxi Tour          | 10.50*           | X              | =           |
| 5 hr. Taxi Tour          | 13.75*           | X              | =           |
| *Subject to change       |                  |                |             |
| <b>Subtotal \$</b>       |                  |                |             |

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl   | Sng   | Tri   | Child |
|-----------------------------------------------------------|-------|-------|-------|-------|
| Basic Program _____ Nts.                                  | _____ | _____ | _____ | _____ |
| Meal Plan Adult _____ + Grat = _____ × _____ Nts. = _____ | _____ | _____ | _____ | _____ |
| Meal Plan Child _____ + Grat = _____ × _____ Nts. = _____ | _____ | _____ | _____ | _____ |
| Additional Hotel Features                                 | _____ | _____ | _____ | _____ |
| Airport Departure Tax                                     | _____ | _____ | _____ | _____ |
| Round Trip Airfare                                        | _____ | _____ | _____ | _____ |
| <b>Subtotal</b>                                           |       |       |       |       |
| × Number of Per Persons                                   |       |       |       |       |
| <b>PER PERSON GRAND TOTAL</b>                             |       |       |       |       |

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

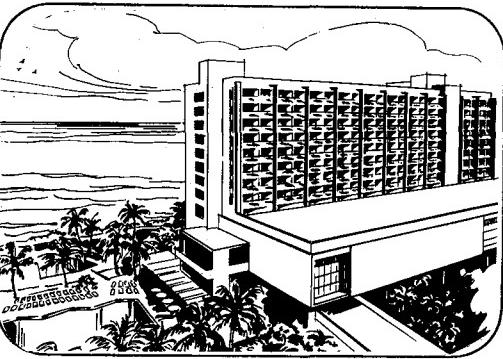
**GROUP GRAND TOTAL \$** \_\_\_\_\_



Holiday Inn®

# CONDADO, SAN JUAN Island Rendezvous

IT6EA1HIRJC



\*Puerto Rico's LE LO LAI Festival includes: admission to the Bomba Show; Flamenco Show; Sound and Light Festival; Tour of Bacardi Distillery including cocktail and bottle of rum; Cruise of San Juan Bay; Le Lo Lai Fiesta in old San Juan; Green fees and one round of golf at choice of El Coverte, Cerromar Beach, Dorado Beach, Hyatt Rio Mar and Palmas Del Mar golf courses (transportation not included); Pava Hat; Le Lo Lai poster, and discount coupon book.

- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Cocktail
- Round trip transfers including baggage handling
- Gratuities covering bellboys, maids, pool and beach boys
- (5%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Admission to Ft. San Geronimo
- Admission to El Commandante Race Track
- Innkeeper's Cocktail Reception (Thurs.)

- 1 day free use Inn's Health Club
- Shopper's Bonus Discount Book
- \* Le Lo Lai Festival Package on 6 and 7 night stay
- Social Director/Daily Activities Program
- Children under 12 years, room free when sharing with Adult
- Children's Activities
- Group Coordinator/Services
- Complimentary use of Meeting Facilities

## BASIC PACKAGE (for groups of 20 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

### Prices per person European Plan (Room only)

Dec 17-April 16  
Nov 23-Nov 28

Double

|       |        |
|-------|--------|
| 3 Nts | 99.00  |
| 4 Nts | 129.00 |
| 5 Nts | 159.00 |
| 6 Nts | 188.00 |
| 7 Nts | 218.00 |

Single

|       |        |
|-------|--------|
| 3 Nts | 171.00 |
| 4 Nts | 225.00 |
| 5 Nts | 278.00 |
| 6 Nts | 331.00 |
| 7 Nts | 385.00 |

Triple

|       |        |
|-------|--------|
| 3 Nts | 76.00  |
| 4 Nts | 98.00  |
| 5 Nts | 119.00 |
| 6 Nts | 141.00 |
| 7 Nts | 162.00 |

### Rates Valid December 17, 1976-December 17, 1977

April 17-June 30

Sept 6-Nov 22

July 1-Sept 5

Nov 28-Dec 16

|        |        |
|--------|--------|
| 69.00  | 68.00  |
| 89.00  | 87.00  |
| 109.00 | 106.00 |
| 128.00 | 125.00 |
| 147.00 | 144.00 |

|        |        |
|--------|--------|
| 108.00 | 114.00 |
| 140.00 | 148.00 |
| 172.00 | 183.00 |
| 204.00 | 217.00 |
| 236.00 | 251.00 |

|        |        |
|--------|--------|
| 51.00  | 56.00  |
| 64.00  | 71.00  |
| 77.00  | 86.00  |
| 90.00  | 100.00 |
| 103.00 | 115.00 |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$8.00 per child.

### Meal Plan — Daily Rates

B.P. Breakfast Plan  
adult \$4.00  
child \$3.50

M.A.P. Modified American Plan  
(Breakfast, Dinner)  
adult \$17.00  
child \$12.00

F.A.P. Full American Plan  
(Breakfast, Lunch, Dinner)  
adult \$21.00  
child \$15.50

A 15% gratuity is applied to all meal plans. Banquet gratuities 17%.

NOTE: M.A.P. provides exceptional savings proportionately, over a la carte dining and prevailing restaurant rates.

### Rate of Exchange: U.S. Dollar.

Complimentary Room Policy: One complimentary room for each 25 rooms sold exclusive of taxes.

Credit Cards Accepted: American Express, Diners Club, Master Charge, BankAmericard.

### Major Facilities and Activities

Sports. Sailing, Scuba Diving, Waterskiing, Deep Sea fishing.

Sightseeing. Tour of old and new San Juan. Tour of El Yunque Rain Forest. Tour to El Yunque and Luquillo Beach. Tour of Old

San Juan and Bacardi Rum Distillery. Trans Island Tour to Ponce

and Barranquitas. Entrance, including round trip transfers to El Commandante Race Track.

Shopping. Shopper's Tour of St. Thomas.

### Meeting & Banquet Facilities

| Name of Room           | Dimensions       | Classroom | Banquet |
|------------------------|------------------|-----------|---------|
| Ponce de Leon Ballroom | 139' x 76' x 17' | 1,800     | 1,500   |
| Salon del Sol          | 28' x 27' x 10'  | 50        | 25      |

## COCKTAILS AND HORS D'OEUVRES

## ADDITIONAL HOTEL FEATURES AND ACTIVITIES

|                                      |       |        |                |                    |
|--------------------------------------|-------|--------|----------------|--------------------|
| (Price per person)                   | 1 Hr. | 2 Hrs. | No. of Persons | Group Total        |
| Full Open Bar                        | 5.00* | 10.00* | X              | =                  |
| Full Open Bar with<br>Hot & Cold H/D | 9.50* | 19.00* | X              | =                  |
| Rum Punch Party                      | 4.50* | 9.00*  | X              | =                  |
| *Includes 17% gratuity               |       |        |                | <b>Subtotal \$</b> |

| Entertainment         | Min. Length | Cost   | No. of Performances | Group Total |
|-----------------------|-------------|--------|---------------------|-------------|
| Native Trio           | 1 hr.       | 125.00 | X                   | =           |
| Dance Band (3 pieces) | 1 hr.       | 125.00 | X                   | =           |
| Dance Band (5 pieces) | 1 hr.       | 175.00 | X                   | =           |
| Fashion Show          | 1 hr.       | 100.00 | X                   | =           |
| Folkloric Show        | 1 hr.       | 300.00 | X                   | =           |

**Subtotal \$**

| Water Sports                             | Price per Person          | No. of Persons | Group Total |
|------------------------------------------|---------------------------|----------------|-------------|
| Sail Boats — Scorpions                   | 10.00 per hour            | X              | =           |
| Sailing — Cruise                         | 25.00 per day             | X              | =           |
| Scuba Diving — Beginner's<br>Instruction | 15.00                     | X              | =           |
| Scuba Diving — One Tank Dive             | 25.00                     | X              | =           |
| Water Skiing                             | 7.50 per half day         | X              | =           |
| Water Skiing                             | 14.00 per day             | X              | =           |
| Deep Sea Fishing                         | 20.00 per person<br>½ day | X              | =           |

**Subtotal \$**

| Sightseeing                                                                 | Price per Person | No. of Persons | Group Total |
|-----------------------------------------------------------------------------|------------------|----------------|-------------|
| Tour of Old and New San Juan                                                | 6.00             | X              | =           |
| Tour of El Yunque Rain Forest<br>and Luquillo Beach                         | 9.50             | X              | =           |
| Tour of Old San Juan and<br>Bacardi Rum Distillery                          | 8.50             | X              | =           |
| Trans Island Tour to Ponce<br>and Barranquitas                              | 20.00            | X              | =           |
| Entrance, including round trip<br>transfers to El Commandante<br>Race Track | 8.00             | X              | =           |
| Shopper's Tour to St. Thomas                                                | 32.00            | X              | =           |

**Subtotal \$**

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

## (Per Person Costs)

## (Per Person Rate)

Child

Basic Program \_\_\_\_\_ Nts. Dbl \_\_\_\_\_ Sng \_\_\_\_\_ Tri \_\_\_\_\_

Meal Plan Adult \_\_\_\_\_ + Grat = \_\_\_\_\_ X \_\_\_\_\_ Nts. = \_\_\_\_\_

Meal Plan Child \_\_\_\_\_ + Grat = \_\_\_\_\_ X \_\_\_\_\_ Nts. = \_\_\_\_\_

Additional Hotel Features \_\_\_\_\_

Airport Departure Tax \_\_\_\_\_

Round Trip Airfare \_\_\_\_\_

**Subtotal**

× Number of Per Persons

**PER PERSON GRAND TOTAL**

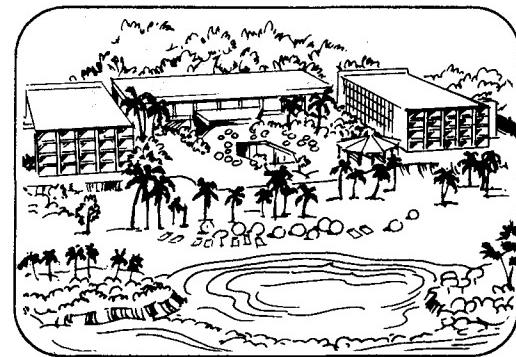
Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$ \_\_\_\_\_**

# CURACAO

## Holiday Inn® Island Rendezvous

IT6EA1HIRCR



- Air-conditioned Room/2 Double Beds and Private Balcony
  - Welcome Rum Swizzle Party
  - Guide Book and Map of the Island
  - Shopper's Discount Bonus Book
  - Innkeeper's One hour open bar Cocktail party (Wednesday)
  - Gaming Instruction and a \$5 complimentary chip in Antillean Casino
  - Round trip transfers including baggage handling
  - (10%) Gratuities covering bellboys, maids, pool and beach boys
  - (5%) Government Room Tax
  - Complimentary use of pool and beach chaise lounges and towels
  - Social Director/Daily Activities Program
  - Group Coordinator/Services
  - Children under 12 years, room free when sharing with adult
  - Children's Playground/Activities
  - Shuttle Service to town (every hour)
- BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

| Prices per person European Plan (Room only) |       | Rates Valid December 16, 1976-December 15, 1977 |              |              |               |              |               |
|---------------------------------------------|-------|-------------------------------------------------|--------------|--------------|---------------|--------------|---------------|
|                                             |       | Dec 16-Jan 3                                    | Jan 4-Jan 31 | Feb 1-Apr 16 | Apr 17-Jun 30 | Jul 1-Sep 10 | Sep 11-Dec 15 |
| <b>Double</b>                               | 3 Nts | 100.00                                          | 90.00        | 97.00        | 51.00         | 58.00        | 51.00         |
|                                             | 4 Nts | 131.00                                          | 116.00       | 126.00       | 65.00         | 74.00        | 65.00         |
|                                             | 5 Nts | 161.00                                          | 146.00       | 155.00       | 79.00         | 91.00        | 79.00         |
|                                             | 6 Nts | 180.00                                          | 170.00       | 185.00       | 93.00         | 107.00       | 93.00         |
|                                             | 7 Nts | 222.00                                          | 197.00       | 214.00       | 96.00         | 124.00       | 96.00         |
| <b>Single</b>                               | 3 Nts | 177.00                                          | 156.00       | 170.00       | 79.00         | 93.00        | 79.00         |
|                                             | 4 Nts | 234.00                                          | 206.00       | 224.00       | 102.00        | 121.00       | 102.00        |
|                                             | 5 Nts | 290.00                                          | 245.00       | 278.00       | 126.00        | 149.00       | 126.00        |
|                                             | 6 Nts | 346.00                                          | 304.00       | 332.00       | 149.00        | 177.00       | 149.00        |
|                                             | 7 Nts | 402.00                                          | 353.00       | 386.00       | 173.00        | 206.00       | 173.00        |
| <b>Triple</b>                               | 3 Nts | 79.00                                           | 72.00        | 75.00        | 44.00         | 51.00        | 44.00         |
|                                             | 4 Nts | 102.00                                          | 93.00        | 98.00        | 56.00         | 65.00        | 56.00         |
|                                             | 5 Nts | 126.00                                          | 114.00       | 120.00       | 67.00         | 79.00        | 67.00         |
|                                             | 6 Nts | 149.00                                          | 135.00       | 142.00       | 79.00         | 93.00        | 79.00         |
|                                             | 7 Nts | 173.00                                          | 156.00       | 165.00       | 91.00         | 107.00       | 91.00         |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$7.00 per child.

### Meal Plan — Daily Rates

B.P. Breakfast Plan  
adult \$4.00 child \$3.50

M.A.P. Modified American Plan  
(Breakfast, Dinner)  
adult \$16.00 child \$12.00

F.A.P. Full American Plan  
(Breakfast, Lunch, Dinner)  
adult \$20.00 child \$16.00

A 10% gratuity is applied to all meal plans

**NOTE:** M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

**Prices:** Based on U.S. exchange rate \$1.00 = NF \$1.75 and are subject to currency fluctuations.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only),

exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Gulf Oil.

**NOTE:** Airport Departure Tax of \$3.40 per person **NOT INCLUDED**.

### Major Facilities and Activities

**Poolside.** Caribbean Carnival Night with buffet and spectacular Curazolienian Folkloric Show (Fri.); and American Steak Fry (Sat.).

**Cocolishi Lounge.** Swinging discotheque and piano bar alternates nightly from 5 pm to the small hours.

**Antillean Room.** Elegant surroundings for an evening of gourmet dining. Exotic international menu with roving trio playing Latin songs nightly (except Thurs.). Indonesian Night — specialty dishes from Dutch Indonesia (Tues.).

**Casino.** Directly off the lobby. Gaming until dawn.

**Sports.** Volleyball on the beach. Fresh water pool. Every kind of water sport. Tennis. 9-hole golf course nearby.

**Sightseeing.** Walking tour of Willemstad. Beach walk to the slave market. Visit to Mikre Israel-Emanuel, oldest synagogue in the Western hemisphere.

**Shopping.** Duty-free (up to \$100) arcade off the lobby. Free shuttle to waterfront bazaars of Willemstad.

### Meeting & Banquet Facilities

| Name of Room   | Dimensions | Ceiling Height | Theatre | Classroom | Banquet |
|----------------|------------|----------------|---------|-----------|---------|
| Fiesta Room    | 64' x 48'  | 14'            | 350     | 250       | 250     |
| Punda Room     | 64' x 30'  | 14'            | 200     | 150       | 150     |
| Otrabanda Room | 30' x 31'  | 10'            | 60      | 40        | 40      |

**Cocktails and Hors d'oeuvres****ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price per person)                | 1 Hr. | Add. ½ Hr. | 2 Hrs. | × | No. of Persons | Group Total |
|-----------------------------------|-------|------------|--------|---|----------------|-------------|
| Full Open Bar                     | 5.00* | 1.75*      | 8.50*  | × |                | =           |
| Full Open Bar with Hot & Cold H/D | 8.25* | 3.50*      | 15.00* | × |                | =           |
| Antillian Open Bar                | 3.95* | 1.75*      | 7.45*  | × |                | =           |
| Rum Punch Party                   | 3.50* | 1.50*      | 6.50*  | × |                | =           |
| Dry Buffet                        | 2.00* | 1.25*      | 4.50*  | × |                | =           |

\*10% Gratuity not included

**Subtotal \$****Entertainment**

|                  | Min. Length | Approx. Cost | No. of Performances | Group Total |
|------------------|-------------|--------------|---------------------|-------------|
| Native Trio      | 3 hrs.      | 75.00        |                     | =           |
| Dance Band       |             |              |                     |             |
| Plus Native Show | 5 hrs.      | 430.00       |                     | =           |
| Folkloric Show   | 45 min.     | 150.00       |                     | =           |
| Fashion Show     | 1 hr.       | 25.00        |                     | =           |

**Subtotal \$****Sightseeing**

|                               | Price per Person | No. of Persons | Group Total |
|-------------------------------|------------------|----------------|-------------|
| City and Surroundings         | 4.75             | ×              | =           |
| City and Country Tour         | 7.00             | ×              | =           |
| Island Tour (lunch, swimming) | 16.00            | ×              | =           |

**Subtotal \$****Sports**

|                                            | Price per Person or Group | No. of Persons or Group Tours | Group Total |
|--------------------------------------------|---------------------------|-------------------------------|-------------|
| Deep sea fishing<br>(6 person limit)       | 150.00 (group minimum)    | ×                             | =           |
| Scuba diving, equipment,<br>guide          | 20.00/hr.                 | ×                             | =           |
| Scuba Sightseeing Tour<br>(4 person limit) | 25.00/hr.                 | ×                             | =           |
| Waterskiing, instructor                    | 11.00 ½ day               | ×                             | =           |
| Sailing - Sailfish                         | 5.00/hr.                  | ×                             | =           |
| Glassbottom boat trip                      | 3.00/hr.                  | ×                             | =           |
| Harbor tour (4 person limit)               | 25.00 (group minimum)     | ×                             | =           |

**Subtotal \$****Golf**

|                      | Price per Person | No. of Persons | No. of Days | Total |
|----------------------|------------------|----------------|-------------|-------|
| Green Fees (9 holes) | 5.00             | ×              | ×           | =     |
| Club Rental          | 2.00             | ×              | ×           | =     |

**Subtotal \$**

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

**TOTAL PROGRAM COST**

## (Per Person Costs)

## (Per Person Rate)

Dbl

Sng

Tri

Child

Basic Program \_\_\_\_\_ Nts.

Meal Plan Adult \_\_\_\_\_ + Grat = \_\_\_\_\_ × \_\_\_\_\_ Nts. = \_\_\_\_\_

Meal Plan Child \_\_\_\_\_ + Grat = \_\_\_\_\_ × \_\_\_\_\_ Nts. = \_\_\_\_\_

Additional Hotel Features

Airport Departure Tax

Round Trip Airfare

**Subtotal****× Number of Per Persons****PER PERSON GRAND TOTAL**

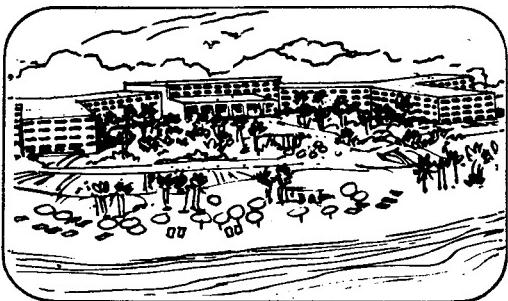
Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_

# Freeport/LUCAYA

# Island Rendezvous

IT6EA1HIFPF



- Air-conditioned Room/2 Double Beds and Private Balcony
  - Welcome Rum Swizzle Party
  - Guide Book and Map of the Island
  - Shopper's Discount Bonus Book
  - Exciting 1½ hour Island Native Review
  - Scuba Diving Demonstration Poolside
  - Gaming Instruction Book
  - Round-trip transfers including baggage handling
  - (10%) Gratuities covering bellboys, maids, pool and beach boys
  - (4%) Government Room Tax
  - Complimentary use of pool and beach chaise lounges and towels
  - Social Director/Daily Activities Programme
  - Group Coordinator/Services
  - Children's Playground/Activities
  - Island Dancing Demonstration (Sun.)
  - Bahamian Cooking Class (Wed.)
  - Drink Mixing Demonstration (Fri.)
  - Complimentary use of Meeting Facilities
- BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

**Prices per person European Plan (Room only) Rates Valid December 16, 1976-December 15, 1977**

|               | Dec 16-Jan 3 | Jan 4-Jan 31 | Feb 1-Apr 16 | Apr 17-Jun 30 | Jul 1-Sep 10 | Sep 11-Dec 15 |
|---------------|--------------|--------------|--------------|---------------|--------------|---------------|
| <b>Double</b> | 3 Nts 90.00  | 80.00        | 93.00        | 55.00         | 61.00        | 55.00         |
|               | 4 Nts 117.00 | 104.00       | 121.00       | 70.00         | 79.00        | 70.00         |
|               | 5 Nts 143.00 | 128.00       | 149.00       | 86.00         | 96.00        | 86.00         |
|               | 6 Nts 170.00 | 151.00       | 176.00       | 101.00        | 114.00       | 101.00        |
|               | 7 Nts 197.00 | 175.00       | 204.00       | 116.00        | 131.00       | 116.00        |
| <b>Single</b> | 3 Nts 152.00 | 134.00       | 146.00       | 83.00         | 96.00        | 83.00         |
|               | 4 Nts 200.00 | 175.00       | 192.00       | 108.00        | 125.00       | 108.00        |
|               | 5 Nts 248.00 | 217.00       | 237.00       | 133.00        | 154.00       | 133.00        |
|               | 6 Nts 296.00 | 258.00       | 283.00       | 158.00        | 183.00       | 158.00        |
|               | 7 Nts 343.00 | 300.00       | 329.00       | 182.00        | 212.00       | 182.00        |
| <b>Triple</b> | 3 Nts 74.00  | 68.00        | 74.00        | 49.00         | 55.00        | 49.00         |
|               | 4 Nts 95.00  | 87.00        | 96.00        | 62.00         | 70.00        | 62.00         |
|               | 5 Nts 117.00 | 107.00       | 117.00       | 75.00         | 86.00        | 75.00         |
|               | 6 Nts 139.00 | 126.00       | 139.00       | 89.00         | 101.00       | 89.00         |
|               | 7 Nts 160.00 | 146.00       | 160.00       | 102.00        | 116.00       | 102.00        |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$5.50 per child.

#### Meal Plan — Daily Rates

**B.P. Breakfast Plan**  
\$4.00 adult \$3.50 child

**Caribbean Plan**  
(Buffet Breakfast-Dinner)  
\$14.00 adult \$12.00 child  
plus gratuities

**CARIBBEAN PLAN:** Informal buffet breakfast and dinner in the Emerald Room and Emerald Terrace. Includes: Monday — French Caribbean Night; Tuesday — Caribbean Luau; Wednesday — Caribbean Antillean Night; Thursday — Caribbean Beach-Bum Bake; Friday — Bahamian Barbecue; Saturday — Caribbean Continental Buffet; Sunday — Caribbean Goombay Buffet and Revue.

**Prices:** Based on U.S. exchange rate \$1.00 = **On Par** and are subject to currency fluctuations.

**Complimentary Room Policy:** One complimentary room for each Major Facilities and Activities

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Barclay Card, Gulf Oil.

**Marine Lounge.** Intimate atmosphere, calypso music and dancing.

**Troubador Room.** Elegant atmosphere, gourmet dining.

**Emerald Room and Terrace.** Buffet dining inside and out.

**Sunset Lounge.** For relaxing over refreshing drinks.

**Yacht "Sueno"** for a frozen daiquiri cruise.

**Underwater Explorers Club.**

25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**NOTE:** Airport Departure Tax of **\$3.00** per person **NOT INCLUDED**.

#### Major Facilities and Activities

**International Bazaar.** Shopping bargains from round the world.

**El Casino,** nearby, for all kinds of gambling action.

**Sports.** Tennis, handball, volleyball, shuffleboard, horseshoes, ping pong, horseback riding, snorkeling, scuba diving, deep sea fishing, swimming, golf at 3 nearby courses.

**Sightseeing.** Famed Lucaya Beach, most beautiful in all the islands. Conducted tours around Freeport.

**Shopping.** Shopping arcade in the Inn and shopping in downtown Freeport and International Bazaar.

#### Meeting & Banquet Facilities

| Name of Room      | Dimensions | Ceiling Height | Theatre | Classroom | Banquet |
|-------------------|------------|----------------|---------|-----------|---------|
| Independenct Hall | 126' x 80' | 11'5"          | 900     | 600       | 650     |
| Section A-B-C-D-E |            |                |         |           |         |
| - A -             | 80' x 50'  | 11'5"          | 350     | 275       | 300     |
| - B -             | 25' x 36'  | 11'5"          | 125     | 75        | 100     |
| - C -             | 25' x 36'  | 11'5"          | 125     | 75        | 100     |
| - D -             | 50' x 36'  | 11'5"          | 200     | 125       | 150     |
| - E -             | 50' x 36'  | 11'5"          | 200     | 125       | 100     |
| Board room        | 24' x 22'  | 11'5"          | 40      | 20        | 25      |
| Sunset Lounge     | 24' x 22'  | 11'5"          | 40      | 20        | 25      |

**Cocktails and Hors d'oeuvres      ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price per person)                | 1 Hr. | Add ½ Hr. | 2 Hrs. | No. of Persons | Group Total |
|-----------------------------------|-------|-----------|--------|----------------|-------------|
| Full Open Bar                     | 4.75* | 1.75*     | 8.25*  | X              | =           |
| Full Open Bar with Hot & Cold H/D | 8.25* | 3.75*     | 15.75* | X              | =           |
| Bahamian Open Bar                 | 3.95* | 1.75*     | 7.45*  | X              | =           |
| Rum Punch Party                   | 3.50* | 1.50*     | 6.50*  | X              | =           |
| Dry Buffet                        | 1.75* | 1.25*     | 3.50*  | X              | =           |

\*10% Gratuity not included

**Subtotal \$**

| Entertainment           | Min No. Hours | Cost   | No. of Performances | Group Total |
|-------------------------|---------------|--------|---------------------|-------------|
| Native Trio             | 1             | 150.00 | X                   | =           |
| Dance Band              |               |        |                     |             |
| Plus Native Show        | 3             | 300.00 | X                   | =           |
| Fashion show (5 models) | 1             | 200.00 | X                   | =           |
|                         |               |        | X                   | =           |

**Subtotal \$**

| Sightseeing                | Price per Person | No. of Persons | Group Total |
|----------------------------|------------------|----------------|-------------|
| Glassbottom Boat           | 7.00             | X              | =           |
| Moonlight Cruise           | 10.00            | X              | =           |
| Island Revue               | 6.50             | X              | =           |
| West-End Tour              | 7.50             | X              | =           |
| *City Sightseeing/Shopping |                  |                |             |
| Tour                       | 7.00             | X              | =           |
| Nightclub Tour             | 8.50             | X              | =           |

\*Double-decker bus. Holds 50. Rental per day \$200.00.

**Subtotal \$**

| Sports                          | Price per Person | No. of Persons | Group Total |
|---------------------------------|------------------|----------------|-------------|
| Horseback Riding                | 12.00            | X              | =           |
| Water Skiing, 2 miles           | 7.00             | X              | =           |
| Water Skiing, 3 miles           | 9.00             | X              | =           |
| Scuba Diving                    | 19.00            | X              | =           |
| Deep Sea Fishing (incl. equip.) | 25.00            | X              | =           |
| Tri-Maran—Per person ½ Day      | 12.00            | X              | =           |

**Subtotal \$**

| Golf                  | Winter | Summer | No. of Persons | No. of Days | Group Total |
|-----------------------|--------|--------|----------------|-------------|-------------|
| Green Fees (18 holes) | 7.00   | 6.00   | X              |             | =           |
| Golf Cart (18 holes)  | 14.00  | 14.00  | X              |             | =           |
| Club Rental           | 5.00   | 5.00   | X              |             | =           |

**Subtotal \$**

**Note:** To figure per person cost for additional features or activities, divide total cost by number of persons participating.      Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl | (Per Person Rate)<br>Sng | Tri | Child |
|-----------------------------------------------------------|-----|--------------------------|-----|-------|
| Basic Program _____ Nts.                                  |     |                          |     |       |
| Meal Plan Adult _____ + Grat = _____ × _____ Nts. = _____ |     |                          |     |       |
| Meal Plan Child _____ + Grat = _____ × _____ Nts. = _____ |     |                          |     |       |
| Additional Hotel Features                                 |     |                          |     |       |
| Airport Departure Tax                                     |     |                          |     |       |
| Round Trip Airfare                                        |     |                          |     |       |

**Subtotal** \_\_\_\_\_

× Number of Per Persons \_\_\_\_\_

**PER PERSON GRAND TOTAL** \_\_\_\_\_

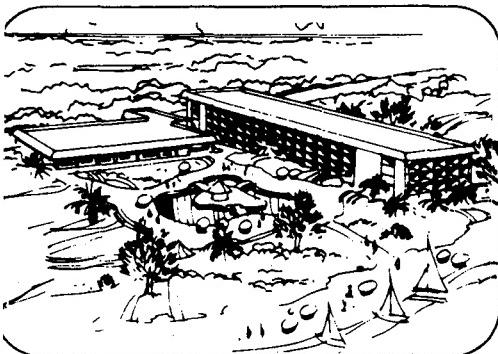
**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_



# GRAND CAYMAN Island Rendezvous

IT6EA1HRCY



- Air-conditioned Room/2 Double Beds
  - Group Coordinator/Services
  - Round trip transfers, airport to hotel
  - Complimentary use of Meeting Rooms
  - (5%) Government Room Tax
  - Welcome Rum Swizzle on arrival
  - Guide Book with Map
  - Shopper's Bonus Book
  - Gratuities to bellmen, pool and beach attendants, chambermaids
  - Use of pool, beach chaise lounges, towels
  - Tennis courts, equipment supplied, volleyball, shuffleboard
  - Social Director/Daily Activities
- BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention—with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

## Prices per person European Plan (Room only)

Rates Valid December 1, 1976-November 30, 1977

Double

|       | Dec 1, 1976-April 30, 1977 | May 1, 1977-November 30, 1977 |
|-------|----------------------------|-------------------------------|
| 3 Nts | 96.00                      | 64.00                         |
| 4 Nts | 125.00                     | 83.00                         |
| 5 Nts | 154.50                     | 102.00                        |
| 6 Nts | 184.00                     | 121.00                        |
| 7 Nts | 214.00                     | 140.00                        |

Single

|       |        |        |
|-------|--------|--------|
| 3 Nts | 169.00 | 112.00 |
| 4 Nts | 222.50 | 146.50 |
| 5 Nts | 276.00 | 181.00 |
| 6 Nts | 330.00 | 216.00 |
| 7 Nts | 383.50 | 251.00 |

Triple

|       |        |        |
|-------|--------|--------|
| 3 Nts | 77.00  | 55.00  |
| 4 Nts | 99.50  | 70.00  |
| 5 Nts | 123.00 | 86.00  |
| 6 Nts | 146.00 | 102.00 |
| 7 Nts | 169.00 | 117.00 |

For further information please contact the Cayman Sales Office at 305/592-8175, or write: Suite 205, 7220 N.W. 36th St., Miami, Fla. 33166.

Children under 12 years room free when sharing with adult. Transfers, one time charge \$5.00 per child.

## Meal Plan — Daily Rates

M.A.P. Modified American Plan  
(Breakfast, Dinner)  
\$15.00 adult  
\$10.00 child

A 15% gratuity is applied to M.A.P.

**NOTE:** M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

**Prices:** Based on U.S. exchange rate \$1.00 = 80¢ CI and are subject to currency fluctuations.

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Barclay Card, Chargex.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**NOTE:** Airport Departure Tax of \$3.00 per person **NOT INCLUDED**.

## Major Facilities and Activities

**Poolside.** Water games. Bingo. Outdoor Bar-B-Q served under the stars to the sound of Island music.

**Wreck of the Ten Sails.** Happy hour from 5 to 6 p.m. daily. Local evening entertainment.

**Windsor Room.** Elegant dining, open nightly.

**Verandah Room.** For casual dining all day from 7 a.m.

**Sports.** Volleyball and excellent scuba diving. Fresh water pool.

Fully equipped professional dive shop on premises. Every kind of water sport. Tennis.

**Sightseeing.** Island tours and world famous turtle farm.

**Shopping.** Duty-free (up to \$100) downtown. Shopping on premises.

**Transportation.** Cars, motor bikes and bicycles available for rent.

## Meeting & Banquet Facilities

| Name of Room   | Dimensions   | Theatre | Classroom | Banquet |
|----------------|--------------|---------|-----------|---------|
| Cayman Islands | 106' x 19'6" | 225     | 165       | 150     |
| Cayman Brac    | 37' x 19'6"  | 90      | 55        | 55      |
| Grand Cayman   | 41' x 19'6"  | 100     | 70        | 70      |
| Little Cayman  | 28' x 19'6"  | 60      | 40        | 40      |

**Cocktails and Hors d'oeuvres****ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

|                                   |        |         |        |                |                    |
|-----------------------------------|--------|---------|--------|----------------|--------------------|
| (Price per person)                | 1 Hr.  | 1½ Hrs. | 2 Hrs. | No. of Persons | Group Total        |
| Full Open Bar                     | 4.60*  | 6.35*   | 8.00*  | ×              | =                  |
| Full Open Bar with Hot & Cold H/D | 10.00* | 14.75*  | 18.00* | ×              | =                  |
| Rum Punch Party with Dry Buffet   | 4.00*  | 6.00*   | 8.00*  | ×              | =                  |
| *Includes 15% Gratuity            |        |         |        |                | <b>Subtotal \$</b> |

| Entertainment    | Min. Length | Cost   | No. of Performances | Group Total |
|------------------|-------------|--------|---------------------|-------------|
| Native Trio      | 1 hr.       | 75.00  | ×                   | =           |
| Dance Band       |             |        |                     |             |
| Plus Native Show | 5 hrs.      | 500.00 | ×                   | =           |

| Sightseeing                      | Price per Person | No. of Persons | Group Total        |
|----------------------------------|------------------|----------------|--------------------|
| Round the island tour            | 8.75             | ×              | =                  |
| Round the island tour with lunch | 12.75            | ×              | =                  |
| Cookout tour of North Sound      | 12.50            | ×              | =                  |
|                                  |                  |                | <b>Subtotal \$</b> |

| Sports                                    | Price per Person    | No. of Persons | Group Total        |
|-------------------------------------------|---------------------|----------------|--------------------|
| Sailboats - Sun Fish                      | Prices upon request | ×              | =                  |
| Snorkeling                                | Prices upon request | ×              | =                  |
| Scuba Diving Trip — Certified divers only | Prices upon request | ×              | =                  |
| Glassbottom boat trip                     | Prices upon request | ×              | =                  |
|                                           |                     |                | <b>Subtotal \$</b> |

**Note:** To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl   | (Per Person Rate)<br>Sng | Tri   | Child |
|-----------------------------------------------------------|-------|--------------------------|-------|-------|
| Basic Program _____ Nts.                                  | _____ | _____                    | _____ | _____ |
| Meal Plan Adult _____ + Grat = _____ × _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Meal Plan Child _____ + Grat = _____ × _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Additional Hotel Features                                 | _____ | _____                    | _____ | _____ |
| Airport Departure Tax                                     | _____ | _____                    | _____ | _____ |
| Round Trip Airfare                                        | _____ | _____                    | _____ | _____ |
| <b>Subtotal</b>                                           | _____ | _____                    | _____ | _____ |
| <b>× Number of Per Persons</b>                            | _____ | _____                    | _____ | _____ |
| <b>PER PERSON GRAND TOTAL</b>                             | _____ | _____                    | _____ | _____ |

**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

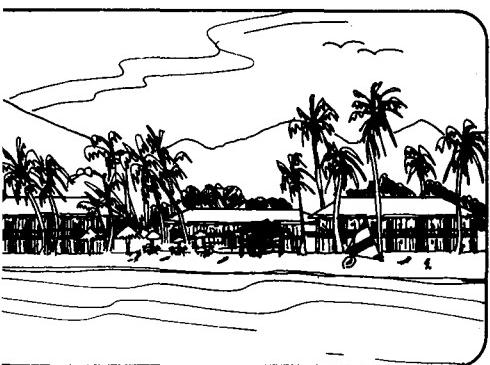
**GROUP GRAND TOTAL \$** \_\_\_\_\_



Holiday Inn®

# GRENADA Island Rendezvous

IT6EA1HIRGR



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Drink on arrival
- Innkeeper's Rum Swizzle Party
- Round trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (7½ %) Government Room and Food Tax

- Complimentary use of pool and beach chaise lounges and towels
- Social Director/Daily Activities Programme
- Group Coordinator/Services
- Children under 12 years room free when sharing with adult
- Children's Activities

**BASIC PACKAGE (for groups of 10 or more rooms)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention—with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

**December 16, 1976 to April 15, 1977**

**Prices per person, European Plan — (Room only)**

**E.P.**

|       |        |
|-------|--------|
| 3 Nts | 104.00 |
| 4 Nts | 134.00 |
| 5 Nts | 164.00 |
| 6 Nts | 194.00 |
| 7 Nts | 224.00 |

**April 16, 1977 to December 16, 1977**

**Prices per person, European Plan and Modified American Plan**

**E.P.**

|  |        |        |
|--|--------|--------|
|  | 83.00  | 128.00 |
|  | 107.00 | 167.00 |
|  | 131.00 | 206.00 |
|  | 154.00 | 244.00 |
|  | 178.00 | 283.00 |

**M.A.P.**

|       |        |
|-------|--------|
| 3 Nts | 187.00 |
| 4 Nts | 244.00 |
| 5 Nts | 302.00 |
| 6 Nts | 359.00 |
| 7 Nts | 417.00 |

|        |        |
|--------|--------|
| 129.00 | 174.00 |
| 168.00 | 228.00 |
| 194.00 | 269.00 |
| 244.00 | 334.00 |
| 283.00 | 388.00 |

|       |        |
|-------|--------|
| 3 Nts | 84.00  |
| 4 Nts | 107.00 |
| 5 Nts | 131.00 |
| 6 Nts | 154.00 |
| 7 Nts | 178.00 |

|        |        |
|--------|--------|
| 71.00  | 116.00 |
| 89.00  | 149.00 |
| 108.00 | 183.00 |
| 128.00 | 218.00 |
| 144.00 | 249.00 |

Children under 12 years room free sharing with adult. Transfers and package features, one time charge \$8.00 per child.

**Meal Plan — Daily Rates**

**B.P. Breakfast Plan**

\$4.00

**M.A.P. Modified American Plan**

(Breakfast, Dinner)

\$16.00

A 10% gratuity and 7½ % Government Tax is applied to all meal plans.

**NOTE:** A substantial savings will be realized in purchasing Summer M.A.P. package.

**Prices:** All rates are in U.S. Dollars and are subject to change.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Barclay Card.

**NOTE:** Airport Departure Tax NOT INCLUDED.

**Major Facilities and Activities**

**Poolside.** Barbeques, lobster feasts, Native Music and dancing.

**Formal Dining Room:** elegant atmosphere, gourmet dining.

**Lounge:** informal dining — lush tropical surroundings.

**Sports.** Tennis, shuffleboard, archery. 9 hole golf course 10 minute

drive. Horseback riding, sailing, deep sea fishing, scuba diving, snorkeling and water skiing.

**Sightseeing.** The Isle of Spice — spectacular views from lush mountains to turquoise waters of the Caribbean. Picturesque Harbour in St. Georges where the finest sailboats in the world may be seen.

**Shopping.** Clothes, liquor, china, duty-free goods in downtown St. Georges and at the Airport.

**Meeting & Banquet Facilities**

**Name of Room**

Dining Room

Lounge

Grenada Beach

**Dimensions**

2,500 Sq. Ft.

1,250 Sq. Ft.

1,600 Sq. Ft.

**Capacity**

370

185

236

**Cocktails and Hors d'oeuvres      ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price Per Person)                       | 1 Hr.  | Add. ½ Hr. | 2 Hrs. | No. of Persons | Group Total        |
|------------------------------------------|--------|------------|--------|----------------|--------------------|
| Full Open Bar                            | 6.50*  | 2.25*      | 10.50* | X              | =                  |
| Full Open Bar with Hot & Cold H/D        | 11.00* | 4.25*      | 21.00* | X              | =                  |
| Rum Punch Party                          | 2.75*  | 1.75*      | 6.25*  | X              | =                  |
| *10% Gratuity and 7½ % tax not included. |        |            |        |                | <b>Subtotal \$</b> |

| Entertainment                                                           | Min. Length | Cost   | No. of Performances | Group Total        |
|-------------------------------------------------------------------------|-------------|--------|---------------------|--------------------|
| Calypsonian                                                             | 1 Hr.       | 40.00  | X                   | =                  |
| Trio                                                                    | 1 Hr.       | 50.00  | X                   | =                  |
| Steel Band                                                              | 2 Hrs.      | 100.00 | X                   | =                  |
| Band, local dance troupe<br>Limbo dancers and<br>fire-eating Floor Show |             | 300.00 | X                   | =                  |
|                                                                         |             |        |                     | <b>Subtotal \$</b> |

| Sightseeing                   | Price per Person | No. of Persons | Group Total        |
|-------------------------------|------------------|----------------|--------------------|
| City & Surroundings           | 5.00             | X              | =                  |
| City & Country Tour           | 8.00 ½ day       | X              | =                  |
|                               | 16.00 full day   | X              | =                  |
| Island Tour (lunch, swimming) | 20.00            | X              | =                  |
|                               |                  |                | <b>Subtotal \$</b> |

| Sports                                  | Price per Person | No. of Persons | Group Total        |
|-----------------------------------------|------------------|----------------|--------------------|
| Deep sea fishing<br>(six persons limit) | 25.00            | X              | =                  |
| Scuba Diving                            | 15.00 per dive   | X              | =                  |
| Scuba Sightseeing Tour                  | 30.00            | X              | =                  |
| Sun Fish Sailing                        | 6.00 per hour    | X              | =                  |
| Snorkeling                              | 3.00 per day     | X              | =                  |
| Tennis                                  | Free             | X              | =                  |
| Shuffleboard                            | Free             | X              | =                  |
| Horseback riding                        | 6.00 per hour    | X              | =                  |
|                                         |                  |                | <b>Subtotal \$</b> |

| Golf        | No. of Persons | Group Total        |
|-------------|----------------|--------------------|
| Greens Fees | 5.00           | X                  |
|             |                | <b>Subtotal \$</b> |

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl   | (Per Person Rate)             |
|-----------------------------------------------------------|-------|-------------------------------|
|                                                           | Sng   | Tri                           |
|                                                           | Child |                               |
| Basic Program _____ Nts.                                  |       |                               |
| Meal Plan Adult _____ + Grat = _____ X _____ Nts. = _____ |       |                               |
| Meal Plan Child _____ + Grat = _____ X _____ Nts. = _____ |       |                               |
| Additional Hotel Features                                 |       |                               |
| Airport Departure Tax                                     |       |                               |
| Round Trip Airfare                                        |       |                               |
|                                                           |       | <b>Subtotal</b>               |
|                                                           |       | × Number of Per Persons       |
|                                                           |       | <b>PER PERSON GRAND TOTAL</b> |

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_



Holiday Inn®

# GUADELOUPE Island Rendezvous

IT6EA1HIRGU



- Air-Conditioned Room/2 Double Beds and Private Balcony
- Welcome Drink on arrival
- Innkeeper's Rum Swizzle Party
- Round trip transfers including baggage handling
- Service Charge included
- Complimentary use of pool and beach chaise lounges and towels

- Social Director/Daily Activities Programme
- Group Coordinator/Services
- Children under 12 years room free when sharing with Adult
- Children's Activities

## BASIC PACKAGE (for groups of 10 or more rooms)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

December 16, 1976 to April 15, 1977

Prices per person, European Plan — (Room Only)

E.P.

|       |        |
|-------|--------|
| 3 Nts | 100.00 |
| 4 Nts | 132.00 |
| 5 Nts | 164.00 |
| 6 Nts | 195.00 |
| 7 Nts | 226.00 |

April 16, 1977 to December 15, 1977

Prices per person, European Plan and Modified American Plan

M.A.P.

|        |        |
|--------|--------|
| 81.00  | 126.00 |
| 106.00 | 166.00 |
| 131.00 | 206.00 |
| 156.00 | 246.00 |
| 181.00 | 286.00 |

Double

Single

Triple

Children under 12 years room free sharing with adult. Transfers and package features, one time charge \$5.00 per child.

### Meal Plan — Daily Rates

B.P. Breakfast Plan

\$4.00

M.A.P. Modified American Plan  
(Breakfast, Dinner)

\$18.00

**NOTE:** A substantial savings will be realized in purchasing Summer M.A.P. package.

**Prices:** All rates are in U.S. Dollars and are subject to change.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Barclay Card.

**NOTE:** Airport Departure Tax NOT INCLUDED.

### Major Facilities and Activities

**Poolside.** Barbeques, lobster feasts, Native music and dancing.

**Sports.** Tennis, shuffleboard, horseback riding, sailing, deep sea fishing, scuba diving, snorkeling and water skiing.

**Sightseeing.** Sugar cane fields, mountains, spectacular falls, night clubs — a perfect resort.

**Shopping.** Clothes, liquor, china, duty free goods in downtown Pointe-a-Pitre.

### Meeting & Banquet Facilities

| Name of Room                                              | Dimensions  | Capacity             |
|-----------------------------------------------------------|-------------|----------------------|
| Fort Royal Ballroom<br>(convertible in 3 different sizes) | 60 x 30 Ft. | 150 Banquet style    |
| Ste-Anne Room                                             | 60 x 30 Ft. | 200 Conference style |
| Les Alizes                                                | 54 x 36 Ft. | 250 Theatre style    |
| Les Alizes                                                | 80 x 55 Ft. | 200                  |
| Les Alizes                                                | 80 x 55 Ft. | 300 Banquet style    |
| Les Alizes                                                | 80 x 55 Ft. | 350 Conference style |
|                                                           |             | 400 Theatre style    |

**Cocktails and Hors d'oeuvres    ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

|                                        |        |              |        |                |                    |
|----------------------------------------|--------|--------------|--------|----------------|--------------------|
| (Price per person)                     | 1 Hr.  | Add. 1/2 Hr. | 2 Hrs. | No. of Persons | Group Total        |
| Full Open Bar                          | 7.50*  | 3.25*        | 11.50* | X              | =                  |
| Full Open Bar with<br>Hot and Cold H/D | 12.00* | 5.25*        | 22.00* | X              | =                  |
| Rum Punch Party                        | 2.75*  | 1.75*        | 6.25*  | X              | =                  |
| *Gratuities Included                   |        |              |        |                | <b>Subtotal \$</b> |

| Entertainment                                                            | Min. Length | Cost   | No. of Performances | Group Total        |
|--------------------------------------------------------------------------|-------------|--------|---------------------|--------------------|
| Calypsonian                                                              | 1 Hr.       | 40.00  | X                   | =                  |
| Trio                                                                     | 1 Hr.       | 50.00  | X                   | =                  |
| Steel Band                                                               | 2 Hrs.      | 100.00 | X                   | =                  |
| Band, local dance troupe<br>limbo dancers and fire-<br>eating floor show |             | 300.00 | X                   | =                  |
|                                                                          |             |        |                     | <b>Subtotal \$</b> |

| Sightseeing                   | Price Per Person | No. of Persons | Group Total        |
|-------------------------------|------------------|----------------|--------------------|
| City and Surroundings         | 5.00             | X              | =                  |
| City and Country Tour         | 8.00 1/2 day     | X              | =                  |
|                               | 16.00 full day   | X              | =                  |
| Island Tour (lunch, swimming) | 20.00            | X              | =                  |
|                               |                  |                | <b>Subtotal \$</b> |

| Sports                                 | Price Per Person | No. of Persons | Group Total        |
|----------------------------------------|------------------|----------------|--------------------|
| Deep sea fishing<br>(six person limit) | 25.00            | X              | =                  |
| Scuba Diving                           | 15.00 per dive   | X              | =                  |
| Scuba Sightseeing Tour                 | 30.00            | X              | =                  |
| Sun Fish Sailing                       | 6.00 per hour    | X              | =                  |
| Snorkeling                             | 3.00 per day     | X              | =                  |
| Tennis                                 | Free             | X              | =                  |
| Shuffleboard                           | Free             | X              | =                  |
| Horseback riding                       | 6.00 per hour    | X              | =                  |
|                                        |                  |                | <b>Subtotal \$</b> |

**Note:** To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl | (Per Person Rate)<br>Sng | Tri | Child |
|-----------------------------------------------------------|-----|--------------------------|-----|-------|
| Basic Program _____ Nts.                                  |     |                          |     |       |
| Meal Plan Adult _____ + Grat = _____ X _____ Nts. = _____ |     |                          |     |       |
| Meal Plan Child _____ + Grat = _____ X _____ Nts. = _____ |     |                          |     |       |
| Additional Hotel Features                                 |     |                          |     |       |
| Airport Departure Tax                                     |     |                          |     |       |
| Round Trip Airfare                                        |     |                          |     |       |
| <b>Subtotal</b>                                           |     |                          |     |       |
| <b>× Number of Per Persons</b>                            |     |                          |     |       |
| <b>PER PERSON GRAND TOTAL</b>                             |     |                          |     |       |

**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_



# Island Rendezvous

- Air-conditioned room with 2 Double Beds, TV
- Welcome Rum Swizzle Party
- Round trip airport transfers including baggage handling
- Gratuities covering bellboys, maids, pool and beach attendants
- (5%) Government Room Tax
- \* Le Lo Lai Festival
- Social Director/Daily Activities
- Children under 12 years room free when sharing with adult

- Children's Playground/Activities
  - Group Coordinator/Services
  - Complimentary use of Meeting facilities
  - Complimentary use of hotel recreational facilities, including 2 pools, private beach
- BASIC PACKAGE (for groups of 20 or more)**

\*Puerto Rico's LE LO LAI Festival includes: admission to the Bomba Show; Flamenco Show; Sound and Light Festival; Tour of Bacardi Distillery including cocktail and bottle of rum; Cruise of San Juan Bay; Le Lo Lai Fiesta in old San Juan; green fees and one round of golf at choice of El Covente, Cerromar Beach, Dorado Beach, Hyatt Rio Mar and Palmas Del Mar golf courses (transportation not included); Pava Hat; Le Lo Lai Poster, and discount coupon book.

The Island Rendezvous program is specially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

## Prices are per person European Plan (Room only)

|        | Rates valid December 16, 1976-December 15, 1977 |                                  |
|--------|-------------------------------------------------|----------------------------------|
|        | December 16-April 11, 1977                      | April 12, 1977-December 15, 1977 |
| Double |                                                 |                                  |
| 3 Nts  | 81.85                                           | 69.00                            |
| 4 Nts  | 107.30                                          | 91.00                            |
| 5 Nts  | 132.75                                          | 112.00                           |
| 6 Nts  | 158.20                                          | 133.00                           |
| 7 Nts  | 183.65                                          | 154.00                           |
| Single |                                                 |                                  |
| 3 Nts  | 141.70                                          | 121.00                           |
| 4 Nts  | 187.10                                          | 160.00                           |
| 5 Nts  | 232.50                                          | 199.00                           |
| 6 Nts  | 277.90                                          | 237.00                           |
| 7 Nts  | 323.30                                          | 276.00                           |
| Triple |                                                 |                                  |
| 3 Nts  | 67.17                                           | 57.00                            |
| 4 Nts  | 87.83                                           | 74.00                            |
| 5 Nts  | 108.29                                          | 91.00                            |
| 6 Nts  | 128.85                                          | 108.00                           |
| 7 Nts  | 149.91                                          | 125.00                           |

Children under 12 room free when sharing with adult (EP). Transfers and package features one time charge \$3.50 per child; maid gratuities \$.25 per person per night.

## Meal Plan — Daily Rates

### M.A.P. Modified American Plan (Breakfast and Dinner)

15.00 Adult 12.50 Child

**December 16, 1976-April 11, 1977**

### F.A.P. Full American Plan (Breakfast, Lunch and Dinner)

20.00 Adult 16.50 Child

**December 16, 1976-April 11, 1977**

### M.A.P. Modified American Plan (Breakfast and Dinner)

13.50 Adult 10.00 Child

**April 12, 1977-December 15, 1977**

### F.A.P. Full American Plan (Breakfast, Lunch and Dinner)

18.50 Adult 15.00 Child

**April 12, 1977-December 15, 1977**

A 15% gratuity is applied to all meal plans, M.A.P. and F.A.P.

**NOTE:** M.A.P. and F.A.P. provide exceptional savings, proportionately over a la carte dining at prevailing restaurant rates.

**Prices:** Based on U.S. Currency. No foreign exchange necessary.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold, room portion only.

## Major Facilities and Activities

**Salon Estelar.** Gourmet Dining and Flamingo Show and Entertainment nightly.

**Garden Terrace.** Native Puerto Rican dishes served in an open atmosphere.

**Innkeeper's Party.** Weekly get together.

**Beach Snack Bar.** Tasty Snacks.

**Casino.** Located in the Inn.

**Patio Bar.** Live entertainment and dancing nightly.

**Sports.** Scuba, snorkeling, deep sea fishing, sailing, surfing, horse racing, cock fighting, tennis.

**Sightseeing.** Tour of old and new San Juan, shopping tour to St. Thomas. Tour of rain forest.

**Shopping.** Browse through the boutique and bazaars of old San Juan.

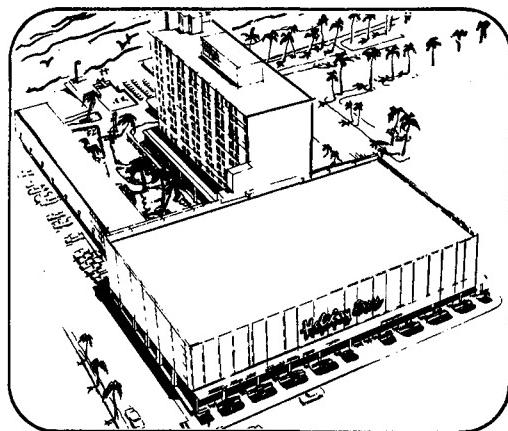
## Meeting & Banquet Facilities

| Name of Room  | Dimensions | Ceiling Height | Theatre | Classroom | Banquet |
|---------------|------------|----------------|---------|-----------|---------|
| Salon Estelar | 49' x 40'  | 10'            | 150     | 75        | 110     |
| Patio Terrace | 60' x 30'  | 14'            | 250     | 150       | 175     |

| (Price Per Person)                                                                                                                                                                                                            | 1 Hr.                          | 2 Hrs.            | No. of Persons      | Group Total                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-------------------|---------------------|-----------------------------|
| Full Open Bar                                                                                                                                                                                                                 | 4.50                           | 8.00              | x                   | =                           |
| Full Open Bar with Hot & Cold Hors d'oeuvres                                                                                                                                                                                  | 7.75                           | 13.75             | x                   | =                           |
| Rum Punch                                                                                                                                                                                                                     | 2.25                           | 4.00              | x                   | =                           |
| Subject to a 15% gratuity                                                                                                                                                                                                     |                                |                   |                     | <b>Subtotal \$</b>          |
| Entertainment                                                                                                                                                                                                                 | 1 Hr.                          | 2 Hrs.            | No. of Performances | Group Total                 |
| Native Trio                                                                                                                                                                                                                   | 150                            | 200               | x                   | =                           |
| Dance Band                                                                                                                                                                                                                    |                                | 450               | x                   | =                           |
| Native Show                                                                                                                                                                                                                   | 150                            | 250               | x                   | =                           |
| Fashion Show (30 Min.)                                                                                                                                                                                                        | 100                            | —                 | x                   | =                           |
| Guitarist                                                                                                                                                                                                                     | 125                            | 225               | x                   | =                           |
|                                                                                                                                                                                                                               |                                |                   |                     | <b>Subtotal \$</b>          |
| Sightseeing                                                                                                                                                                                                                   | Price Per Person               |                   | No. of Persons      | Group Total                 |
| Tour of Old/New San Juan including Bacardi Rum Distillery                                                                                                                                                                     | 5.00                           | x                 |                     | =                           |
| Tour of El Yunque Rain Forest                                                                                                                                                                                                 | 7.00                           | x                 |                     | =                           |
| Trans Island Tour to Ponce/Barranquitas                                                                                                                                                                                       | 8.50                           | x                 |                     | =                           |
| Entrance El Commandante Race Track including round trip transfers                                                                                                                                                             | 19.00                          | x                 |                     | =                           |
| Shopper's Tour to St. Thomas                                                                                                                                                                                                  | 6.00                           | x                 |                     | =                           |
|                                                                                                                                                                                                                               | 28.00                          | x                 |                     | =                           |
|                                                                                                                                                                                                                               |                                |                   |                     | <b>Subtotal \$</b>          |
| Sports                                                                                                                                                                                                                        | Price Per Person               |                   | No. of Persons      | Group Total                 |
| Sail Boats — Sun Fish                                                                                                                                                                                                         | 10.00 per hr.                  | x                 |                     | =                           |
| Snorkeling                                                                                                                                                                                                                    | 10.00 per day                  | x                 |                     | =                           |
| Scuba Diving (Instructor)                                                                                                                                                                                                     | 20.00 per 1 hr.                | x                 |                     | =                           |
| Scuba Diving (One time dive)                                                                                                                                                                                                  | 25.00                          | x                 |                     | =                           |
| Deep Sea Fishing (4 persons per boat)                                                                                                                                                                                         | 200.00 per day                 | x                 |                     | =                           |
| Tennis (per court)                                                                                                                                                                                                            | 5.00 per 1 hr. day             | x                 |                     | =                           |
| Tennis (per court)                                                                                                                                                                                                            | 6.00 per 1 hr. night           | x                 |                     | =                           |
|                                                                                                                                                                                                                               |                                |                   |                     | <b>Subtotal \$</b>          |
| *Golf                                                                                                                                                                                                                         |                                | No. of Persons    |                     | Group Total                 |
| Greens Fees (18 Holes)                                                                                                                                                                                                        | 10.00                          | x                 |                     | =                           |
| Club Rental                                                                                                                                                                                                                   | 4.00                           | x                 |                     | =                           |
|                                                                                                                                                                                                                               |                                |                   |                     | <b>Subtotal \$</b>          |
| Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.                                                                                                  | Total Add'l. Features \$       | ÷                 | Persons = \$        |                             |
| <b>TOTAL PROGRAM COST</b>                                                                                                                                                                                                     |                                |                   |                     |                             |
| (Per Person Costs)                                                                                                                                                                                                            |                                | (Per Person Rate) |                     |                             |
|                                                                                                                                                                                                                               |                                | Dbl               | Sng                 | Tri                         |
| Basic Program                                                                                                                                                                                                                 | Nts.                           |                   |                     |                             |
| Meal Plan Adult                                                                                                                                                                                                               | + Grat =                       | x                 | Nts. =              |                             |
| Meal Plan Child                                                                                                                                                                                                               | + Grat =                       | x                 | Nts. =              |                             |
| Additional Hotel Features                                                                                                                                                                                                     |                                |                   |                     |                             |
| Airport Departure Tax                                                                                                                                                                                                         |                                |                   |                     |                             |
| Round Trip Airfare                                                                                                                                                                                                            |                                |                   |                     |                             |
|                                                                                                                                                                                                                               | <b>Subtotal</b>                |                   |                     |                             |
|                                                                                                                                                                                                                               | <b>× Number of Per Persons</b> |                   |                     |                             |
|                                                                                                                                                                                                                               | <b>PER PERSON GRAND TOTAL</b>  |                   |                     |                             |
| Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking. |                                |                   |                     | <b>GROUP GRAND TOTAL \$</b> |

# Miami Beach Island Rendezvous CONVENTION CENTER

IT6EA1HIRMB



- Air-conditioned Room/2 Double Beds/Television
- Welcome Rum Swizzle Party
- Guide Book and Map of Miami
- Souvenir T Shirt
- Innkeeper's Rum Punch Party (Sunday)
- Round trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (6%) Government Room and Food Tax

- Complimentary use of pool and beach chaise lounges and towels
- Social Director/Daily Activities Programme
- Group Coordinator/Services
- Children under 12 years room free when sharing with adult
- Children's Playground/Activities
- Complimentary use of Meeting Facilities

**BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

**Prices per person European Plan (Room only)**

**Rates Valid December 21, 1976-December 20, 1977**

|               | Dec 16-Apr 16 | Apr 17-Sep 10 | Sep 11-Dec 15 |
|---------------|---------------|---------------|---------------|
| <b>Double</b> |               |               |               |
| 3 Nts         | 84.00         | 58.00         | 54.00         |
| 4 Nts         | 109.00        | 74.00         | 69.00         |
| 5 Nts         | 133.00        | 90.00         | 84.00         |
| 6 Nts         | 158.00        | 106.00        | 99.00         |
| 7 Nts         | 183.00        | 122.00        | 113.00        |
| <b>Single</b> |               |               |               |
| 3 Nts         | 143.00        | 91.00         | 84.00         |
| 4 Nts         | 188.00        | 118.00        | 109.00        |
| 5 Nts         | 233.00        | 146.00        | 133.00        |
| 6 Nts         | 277.00        | 173.00        | 158.00        |
| 7 Nts         | 322.00        | 200.00        | 183.00        |
| <b>Triple</b> |               |               |               |
| 3 Nts         | 69.00         | 50.00         | 46.00         |
| 4 Nts         | 89.00         | 64.00         | 59.00         |
| 5 Nts         | 109.00        | 77.00         | 71.00         |
| 6 Nts         | 128.00        | 91.00         | 84.00         |
| 7 Nts         | 148.00        | 105.00        | 96.00         |
| *Extra nt.    | 16.00         | 12.00         | 11.00         |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$5.00 per child.

**Prices:** Based on U.S. Dollars.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only,

exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Gulf Oil.

**Major Facilities and Activities**

**Mayan Room.** Entertainment and Music for dancing nightly.

theatres, outstanding restaurants.

**Regency Room.** International cuisine in elegant surroundings.

**Sports.** Swimming, snorkeling, scuba, hobie-cat rentals, surfing, deep sea fishing, deep sea charters. Golf and tennis close by.

**Innkeeper's "Get Acquainted" Rum Punch Party (Sunday).**

**Sightseeing.** Tours to Viscaya, Seaquarium, Parrot Jungle. Greater Miami Tour. Nightclub Tour. Disneyworld — 1 day tour.

**Attractions.** Near Gulfstream and Calder Race Tracks, Miami Beach Dog Track, Lincoln Road Mall, Convention Hall, Jai-Alai, museums

**Meeting & Banquet Facilities**

| Name of Room | Dimensions    | Ceiling Height | Theatre | Classroom | Banquet |
|--------------|---------------|----------------|---------|-----------|---------|
| Zodiac       | 86'6" x 39'3" | 11'0"          | 500     | 425       | 350     |
|              | 25'0" x 39'3" | 11'0"          | 150     | 125       | 100     |
|              | 25'0" x 39'3" | 11'0"          | 150     | 125       | 100     |
|              | 36'3" x 39'3" | 11'0"          | 200     | 175       | 150     |

| Cocktails and Hors d'oeuvres         |                                | ADDITIONAL HOTEL FEATURES AND ACTIVITIES |                     |             |                |             |
|--------------------------------------|--------------------------------|------------------------------------------|---------------------|-------------|----------------|-------------|
| (Price per person)                   |                                | 1 Hr.                                    | Add 1/2 Hr.         | 2 Hrs.      | No. of Persons | Group Total |
| Full Open Bar                        |                                | 4.35*                                    | 1.75*               | 6.50*       | X _____        | = _____     |
| Full Open Bar with<br>Hot & Cold H/D |                                | 7.70*                                    | 3.50*               | 12.50*      | X _____        | = _____     |
| Rum Punch Party                      |                                | 2.25*                                    | 1.25*               | 3.75*       | X _____        | = _____     |
| Dry Buffet                           |                                | 1.75*                                    | 1.25*               | 3.50*       | X _____        | = _____     |
| *16% Gratuity & 6% Tax not included  |                                |                                          |                     |             | Subtotal \$    |             |
| Entertainment                        | Min. Length                    | Cost                                     | No. of Performances |             | Group Total    |             |
| Combo                                | 4 Hours                        | 125.00                                   | X _____             |             | = _____        |             |
| Dance Band                           | 4 Hours                        | 250.00                                   | X _____             |             | = _____        |             |
| Folk Singer                          | 4 Hours                        | 150.00                                   | X _____             |             | = _____        |             |
|                                      |                                |                                          | X _____             |             | = _____        |             |
|                                      |                                |                                          |                     |             | Subtotal \$    |             |
| Sightseeing                          | Price per Person               |                                          | No. of Persons      |             | Group Total    |             |
| Vizcaya — 3½ Hrs.                    | 6.00                           |                                          | X _____             |             | = _____        |             |
| Seaquarium — 4½ Hrs.                 | 8.50                           |                                          | X _____             |             | = _____        |             |
| Parrot Jungle — 5 Hrs.               | 8.50                           |                                          | X _____             |             | = _____        |             |
| Greater Miami Tour — 4 Hrs.          | 7.00                           |                                          | X _____             |             | = _____        |             |
| Nightclub Tour — 2 Hrs.              | 12.50                          |                                          | X _____             |             | = _____        |             |
| Disneyworld — 1 day Tour             | 28.50                          |                                          | X _____             |             | = _____        |             |
|                                      |                                |                                          |                     |             |                | Subtotal \$ |
| Sports                               | Price per Person               |                                          | No. of Persons      |             | Group Total    |             |
| Deep Sea Fishing — ½ day             | 8.00                           |                                          | X _____             |             | = _____        |             |
| Deep Sea Charters                    | 25.00                          |                                          | X _____             |             | = _____        |             |
| Snorkeling — 1 hour                  | 2.50                           |                                          | X _____             |             | = _____        |             |
| Scuba — ½ day                        | 20.00                          |                                          | X _____             |             | = _____        |             |
| Scuba — full day                     | 35.00                          |                                          | X _____             |             | = _____        |             |
| Sailing —<br>Hobie-Cat — 1 hour      | 12.00                          |                                          | X _____             |             | = _____        |             |
| Surf Board Rental — 1 hour           | 3.00                           |                                          | X _____             |             | = _____        |             |
|                                      |                                |                                          |                     |             |                | Subtotal \$ |
| Golf                                 | Winter                         | Summer                                   | No. of Persons      | No. of Days | Group Total    |             |
| Green Fees (18 holes)                | 7.00                           | 3.50                                     | X _____             |             | = _____        |             |
| Golf Cart (18 holes)                 | 9.00                           | 7.00                                     | X _____             |             | = _____        |             |
| Club Rental                          |                                |                                          | X _____             |             | = _____        |             |
|                                      |                                |                                          |                     |             |                | Subtotal \$ |
| <b>TOTAL PROGRAM COST</b>            |                                |                                          |                     |             |                |             |
| (Per Person Costs)                   |                                |                                          | (Per Person Rate)   |             |                |             |
|                                      |                                |                                          | Dbl                 | Sng         | Tri            | Child       |
| Basic Program _____                  | Nts.                           |                                          | _____               | _____       | _____          | _____       |
| Meal Plan Adult _____ + Grat = _____ | X _____ Nts. = _____           |                                          | _____               | _____       | _____          | _____       |
| Meal Plan Child _____ + Grat = _____ | X _____ Nts. = _____           |                                          | _____               | _____       | _____          | _____       |
| Additional Hotel Features            |                                |                                          |                     |             |                |             |
| Airport Departure Tax                | _____                          |                                          |                     |             |                |             |
| Round Trip Airfare                   | _____                          |                                          |                     |             |                |             |
|                                      | Subtotal                       |                                          | _____               | _____       | _____          | _____       |
|                                      | <b>× Number of Per Persons</b> |                                          |                     |             |                |             |
|                                      | <b>PER PERSON GRAND TOTAL</b>  |                                          |                     |             |                |             |

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_



Holiday Inn®

# Montego Bay Island Rendezvous

IT6EA1HIRJM



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Party
- Guide Book and Map of the Island
- Shopper's Discount Bonus Book
- Souvenir Miniatures
- Spectacular Island Night Club Show
- Round-trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, pool and beach boys
- (5%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels

- Social Director/Daily Activities Programme
  - Children under 12 years room free when sharing with Adult
  - Group Coordinator/Services
  - Children's Playground/Activities
  - Innkeeper's "Get Acquainted" Party (Tues. and Fri.)
  - Jamaican Cooking and Drink Mixing Class (Wed.)
  - Island Floorshow Poolside (Tues. and Fri.)
  - Complimentary use of Meeting Facilities
- BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

|        |       | Prices per person European Plan (Room only) Rates Valid December 16, 1976-December 15, 1977 |              |              |               |              |               |              |
|--------|-------|---------------------------------------------------------------------------------------------|--------------|--------------|---------------|--------------|---------------|--------------|
|        |       | Dec 16-Jan 3                                                                                | Jan 4-Jan 31 | Feb 1-Apr 16 | Apr 17-Jun 30 | Jul 1-Sep 10 | Sep 11-Oct 31 | Nov 1-Dec 15 |
| Double | 3 Nts | 104.00                                                                                      | 94.00        | 101.00       | 55.00         | 62.00        | 55.00         | 62.00        |
|        | 4 Nts | 137.00                                                                                      | 123.00       | 132.00       | 71.00         | 81.00        | 71.00         | 81.00        |
|        | 5 Nts | 170.00                                                                                      | 152.00       | 164.00       | 88.00         | 100.00       | 88.00         | 100.00       |
|        | 6 Nts | 203.00                                                                                      | 182.00       | 196.00       | 104.00        | 118.00       | 104.00        | 118.00       |
|        | 7 Nts | 234.00                                                                                      | 211.00       | 227.00       | 121.00        | 137.00       | 121.00        | 137.00       |
|        | 3 Nts | 182.00                                                                                      | 161.00       | 175.00       | 90.00         | 104.00       | 90.00         | 104.00       |
|        | 4 Nts | 240.00                                                                                      | 212.00       | 231.00       | 118.00        | 137.00       | 118.00        | 137.00       |
| Single | 5 Nts | 299.00                                                                                      | 264.00       | 287.00       | 146.00        | 170.00       | 146.00        | 170.00       |
|        | 6 Nts | 358.00                                                                                      | 315.00       | 343.00       | 175.00        | 203.00       | 175.00        | 203.00       |
|        | 7 Nts | 416.00                                                                                      | 367.00       | 400.00       | 203.00        | 236.00       | 203.00        | 236.00       |
|        | 3 Nts | 80.00                                                                                       | 73.00        | 80.00        | 48.00         | 51.00        | 48.00         | 51.00        |
|        | 4 Nts | 104.00                                                                                      | 95.00        | 104.00       | 62.00         | 67.00        | 62.00         | 67.00        |
| Triple | 5 Nts | 129.00                                                                                      | 117.00       | 129.00       | 76.00         | 82.00        | 76.00         | 82.00        |
|        | 6 Nts | 153.00                                                                                      | 139.00       | 153.00       | 90.00         | 97.00        | 90.00         | 97.00        |
|        | 7 Nts | 178.00                                                                                      | 162.00       | 178.00       | 104.00        | 112.00       | 104.00        | 112.00       |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$5.00 per child.

## Meal Plan — Daily Rates

B.P. Breakfast Plan  
\$4.00 adult \$3.50 child

M.A.P. Modified American Plan  
(Breakfast, Dinner)  
\$16.00 adult \$12.00 child

F.A.P. Full American Plan  
(Breakfast, Lunch, Dinner)  
\$20.00 adult \$16.00 child

A 10% gratuity is applied to all meal plans

**NOTE:** M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

**M.A.P. SUPPLEMENT INCLUDES:** Delicious Breakfast and Dinner Daily, Jamaican Bar-B-Que with Island Entertainment (Tuesday); Lobster Cookout (Wednesday and Sunday); Caribbean Luau with Show (Friday); Informal Steak Fry (Monday, Thursday and Saturday) with music to dance by poolside nightly, except Thursday. Or Dinner may be taken nightly in the elegant Plantation Room and Terrace.

**Prices:** Based on U.S. exchange rate \$1.00 = 90¢ Jamaica and are subject to currency fluctuations.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only),

## Major Facilities and Activities

**Poolside.** Swimming in a huge free-form pool. Steak fries. Lobster feasts. Swinging music, limbo dancing.

**Witch's Hideaway.** Jamaica's most sought-after night spot. Dancing. Drinking. Island entertainment ranging from Calypso to Reggae.

**Plantation Room.** Gourmet dining by candlelight.

**Humming Bird Lounge.** For intimate get togethers.

**Crafts Market Cafe.** Snacks all day till midnight.

**Sports.** Tennis, volleyball, shuffleboard. Half Moon and Ironshore 18-hole golf courses within 5 minutes. Horseback riding, sailing, fishing, glass bottom boating. Snorkeling, skin diving, scuba diving.

**Sightseeing.** Spectacular geography. Mountain peaks, tropical jungles, underwater grottos. Be poled down a tropic river on a bamboo raft. Walk under waterfalls. See centuries-old Rose Hall Plantation where the White Witch's ghost still wanders.

**Shopping.** Clothes, liquor, china, duty free goods in the Inn's lobby and in the shops directly across the street and downtown Montego Bay.

## Meeting & Banquet Facilities

| Name of Room       | Dimensions     | Ceiling Height | Theatre | Classroom | Banquet |
|--------------------|----------------|----------------|---------|-----------|---------|
| Rose Hall Ballroom | 123'2" x 43'8" | 10'10"         | 800     | 450       | 550     |
| Rose Hall #1       | 25' x 43'8"    | 10'10"         | 140     | 100       | 120     |
| Rose Hall #2       | 25' x 43'8"    | 10'10"         | 140     | 100       | 120     |
| Rose Hall #3       | 35'8" x 35'8"  | 10'10"         | 180     | 120       | 135     |
| Rose Hall #4       | 37'6" x 35'8"  | 10'10"         | 180     | 120       | 135     |

| Cocktails and Hors d'oeuvres     |                  | ADDITIONAL HOTEL FEATURES AND ACTIVITIES |                     |                |                    |
|----------------------------------|------------------|------------------------------------------|---------------------|----------------|--------------------|
| (Price per person)               | 1 Hr.            | Add. ½ Hr.                               | 2 Hrs.              | No. of Persons | Group Total        |
| Jamaican Open Bar                | 3.95*            | 1.75*                                    | 7.45*               |                |                    |
| Full Open Bar                    | 5.50*            | 1.75*                                    | 9.00*               | X              | =                  |
| Full Open with<br>Hot & Cold H/D | 9.00*            | 3.50*                                    | 16.00*              | X              | =                  |
| Rum Punch Party                  | 2.75*            | 1.75*                                    | 6.25*               | X              | =                  |
| Dry Buffet                       | 1.75*            | 1.25*                                    | 3.50*               | X              | =                  |
| *10% Gratuity not included       |                  |                                          |                     |                | <b>Subtotal \$</b> |
| Entertainment                    | Min Length       | Cost                                     | No. of Performances |                | Group Total        |
| Native Trio                      | 1 hr.            | 100.00                                   | X                   |                | =                  |
| Dance Band<br>Plus Native Show   | 4 hrs.           | 600.00                                   | X                   |                | =                  |
| Folkloric Show                   | 30 min.          | 200.00                                   | X                   |                | =                  |
| Fashion Show                     | 30 min.          | 100.00                                   | X                   |                | =                  |
|                                  |                  |                                          |                     |                | <b>Subtotal \$</b> |
| Sightseeing                      | Price per Person |                                          | No. of Persons      |                | Group Total        |
| Montego Highlights (3 hrs.)      | 7.50             |                                          | X                   |                | =                  |
| Ocho Rio Tour (all day)          | 13.00            |                                          | X                   |                | =                  |
| Swamp Safari & rafting (4 hrs.)  | 18.00            |                                          | X                   |                | =                  |
| Great River Tour (4 hrs.)        | 18.00            |                                          | X                   |                | =                  |
| Rafting Martha Brae (3 hrs.)     | 15.50            |                                          | X                   |                | =                  |
| Great Houses Tour (3 hrs.)       | 12.00            |                                          | X                   |                | =                  |
|                                  |                  |                                          |                     |                | <b>Subtotal \$</b> |
| Sports                           | Price per Person |                                          | No. of Persons      |                | Group Total        |
| Tennis                           | Free             |                                          | X                   |                | =                  |
| Volleyball                       | Free             |                                          | X                   |                | =                  |
| Shuffleboard                     | Free             |                                          | X                   |                | =                  |
| Horseback riding per hr.         | 6.00             |                                          | X                   |                | =                  |
| Skin diving                      | 8.00             |                                          | X                   |                | =                  |
| Sailing                          | 4.00             |                                          | X                   |                | =                  |
| Deepsea fishing (½ day)          | 18.00            |                                          | X                   |                | =                  |
| Scuba diving per dive (½ day)    | 10.00            |                                          | X                   |                | =                  |
|                                  |                  |                                          |                     |                | <b>Subtotal \$</b> |
| Golf                             | Winter           | Summer                                   | No. of Persons      | No. of Days    | Group Total        |
| Green Fees (18 holes)            | 8.00             | 5.00                                     | X                   | X              | =                  |
| Golf Cart (18 holes)             | 10.00            | 10.00                                    | X                   | X              | =                  |
| Club Rental                      | 5.00             | 5.00                                     | X                   | X              | =                  |
|                                  |                  |                                          |                     |                | <b>Subtotal \$</b> |

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.      Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

#### TOTAL PROGRAM COST

(Per Person Costs)

(Per Person Rate)

Dbl

Sng

Tri

Child

Basic Program \_\_\_\_\_ Nts. \_\_\_\_\_

Meal Plan Adult \_\_\_\_\_ + Grat = \_\_\_\_\_ X \_\_\_\_\_ Nts. = \_\_\_\_\_

Meal Plan Child \_\_\_\_\_ + Grat = \_\_\_\_\_ X \_\_\_\_\_ Nts. = \_\_\_\_\_

Additional Hotel Features \_\_\_\_\_

Airport Departure Tax \_\_\_\_\_

Round Trip Airfare \_\_\_\_\_

**Subtotal**

**× Number of Per Persons**

**PER PERSON GRAND TOTAL**

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

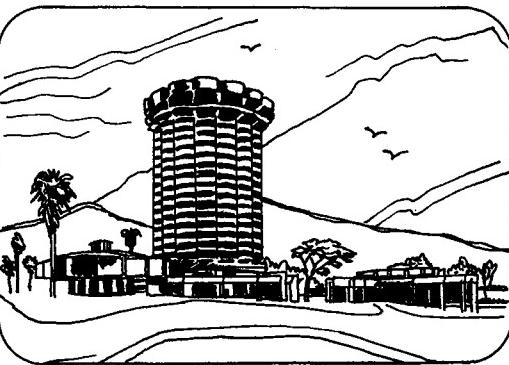
**GROUP GRAND TOTAL \$** \_\_\_\_\_

# PANAMA



## Island Rendezvous

IT6EA1HIRPA



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Rum Swizzle Cocktail
- Round trip transfers including baggage handling
- Gratuities covering bellboys, maids, pool and beach boys
- (10%) Government Room Tax
- Complimentary use of pool and beach chaise lounges and towels
- Shoppers Discount Bonus Book
- \$10 Gaming Chips for any casino

- Hospitality Desk
- Social Director/Daily Activities Program
- Children under 12 years, room free when sharing with Adult
- Children's Activities
- Group Coordinator/Services
- Complimentary use of Meeting Facilities

### BASIC PACKAGE (for groups of 20 or more)

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

#### Prices per person European Plan (Room only)

|               | Dec. 17/76-<br>Jan. 3/77 | Jan. 4/77-<br>April 30/77 | May 1/77-<br>July 31/77 | Aug. 1/77-<br>Sept. 30/77 | Oct. 1/77-<br>Dec. 16/77 |
|---------------|--------------------------|---------------------------|-------------------------|---------------------------|--------------------------|
| <b>Double</b> |                          |                           |                         |                           |                          |
| 3 Nts         | 66.00                    | 71.00                     | 66.00                   | 59.00                     | 66.00                    |
| 4 Nts         | 83.00                    | 90.00                     | 83.00                   | 74.00                     | 83.00                    |
| 5 Nts         | 99.00                    | 108.00                    | 99.00                   | 89.00                     | 99.00                    |
| 6 Nts         | 117.00                   | 127.00                    | 117.00                  | 104.00                    | 117.00                   |
| 7 Nts         | 134.00                   | 146.00                    | 134.00                  | 119.00                    | 134.00                   |

#### Single

|       |        |        |        |        |        |
|-------|--------|--------|--------|--------|--------|
| 3 Nts | 106.00 | 116.00 | 106.00 | 96.00  | 106.00 |
| 4 Nts | 136.00 | 150.00 | 136.00 | 123.00 | 136.00 |
| 5 Nts | 167.00 | 183.00 | 167.00 | 150.00 | 167.00 |
| 6 Nts | 197.00 | 217.00 | 197.00 | 177.00 | 197.00 |
| 7 Nts | 228.00 | 251.00 | 228.00 | 204.00 | 228.00 |

#### Triple

|       |        |        |        |       |        |
|-------|--------|--------|--------|-------|--------|
| 3 Nts | 53.00  | 57.00  | 53.00  | 49.00 | 53.00  |
| 4 Nts | 65.00  | 71.00  | 65.00  | 61.00 | 65.00  |
| 5 Nts | 79.00  | 85.00  | 79.00  | 72.00 | 79.00  |
| 6 Nts | 90.00  | 99.00  | 90.00  | 84.00 | 90.00  |
| 7 Nts | 103.00 | 113.00 | 103.00 | 95.00 | 103.00 |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$12.00 per child.

#### Meal Plan — Daily Rates

B.P. Breakfast Plan  
(Continental)  
adult \$1.60

(American)  
adult \$3.15

M.A.P. Modified American Plan  
(Breakfast, Dinner)  
adult \$15.50

F.A.P. Full American Plan  
(Breakfast, Lunch, Dinner)  
adult \$20.00

A 10% gratuity is applied to all meal plans. Children's meal rates on request.

NOTE: M.A.P. provides exceptional savings proportionately, over a la carte dining and prevailing restaurant rates.

**Rate of Exchange:** U.S. Dollar on par and subject to currency fluctuation.

**Complimentary Room Policy:** One complimentary room for each 15 rooms sold exclusive of taxes.

**Credit Cards Accepted:** American Express, Master Charge, Bank-Americard.

#### Major Facilities and Activities

**La Ronda Restaurant**, featuring Panamanian and International Cuisine; San Blas Lounge — Dancing and Entertainment; Belevedere

Top of the Inn — Gourmet Dining, Live Entertainment, Dancing; Bar Bohio — Swimming Pool Bar; Casino, with Slot machines.

#### Meeting & Banquet Facilities

Name of Room  
The Americas Room

Dimensions

50' x 78' x 11'

(Divisible into three separate rooms.)

Banquet

350

Auditorium

400

| Cocktails and Tolls & Beverages   |  | Additional Hotel Features and Activities |        |                |             |
|-----------------------------------|--|------------------------------------------|--------|----------------|-------------|
| (Price per person)                |  | 1 Hr.                                    | 2 Hrs. | No. of Persons | Group Total |
| Full Open Bar — Local Liquors     |  | 5.00*                                    | 10.00* | X              | =           |
| Full Open Bar with Hot & Cold H/D |  | 12.50*                                   | 20.00* | X              | =           |
| Rum Punch Party                   |  | 4.50*                                    | 9.00*  | X              | =           |

\*Includes 10% gratuity

**Subtotal \$**

| Entertainment         | Min. Length | Cost   | No. of Performances | Group Total |
|-----------------------|-------------|--------|---------------------|-------------|
| Native Trio           | 1 hr.       | 175.00 | X                   | =           |
| Dance Band (8 pieces) | 1 hr.       | 250.00 | X                   | =           |
| Pianist               | 1 hr.       | 50.00  | X                   | =           |
| Native Show           | 1 hr.       | 200.00 | X                   | =           |

**Subtotal \$**

| Water Sports                          | Price per Person  | No. of Persons | Group Total |
|---------------------------------------|-------------------|----------------|-------------|
| Sail Boats — Scorpions                | 10.00 per day     | X              | =           |
| Sailing — Cruise                      | 25.00 per day     | X              | =           |
| Scuba Diving — Beginner's Instruction | 15.00             | X              | =           |
| Scuba Diving — One Tank Dive          | 25.00             | X              | =           |
| Water Skiing                          | 7.50 per half day | X              | =           |
| Water Skiing                          | 14.00 per day     | X              | =           |
| Deep Sea Fishing                      | 20.00 per person  | X              | =           |
|                                       | 1/2 day           |                |             |

NOTE: Equipment & costs subject to prior confirmation

**Subtotal \$**

| Sightseeing                                                                            | Price per Person | No. of Persons | Group Total |
|----------------------------------------------------------------------------------------|------------------|----------------|-------------|
| Overnight visit to Contadora Island including lodging in cabanas, r/t transfers & air. |                  |                |             |
| two nights                                                                             | 39.00*           |                |             |
| three nights                                                                           | 55.00*           | X              | =           |
| Tour of Old City and Museum                                                            | 88.00*           | X              | =           |
|                                                                                        | 7.00             |                |             |

\*Per person double occupancy. Credit will be extended for unused accommodations at the Holiday Inn Panama.

**Subtotal \$**

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$

÷

Persons = \$

### TOTAL PROGRAM COST

| (Per Person Costs)        |          | (Per Person Rate) |      |     |
|---------------------------|----------|-------------------|------|-----|
|                           |          | Dbl               | Sng  | Tri |
| Basic Program             | Nts.     |                   |      |     |
| Meal Plan Adult           | + Grat = | X                 | Nts. | =   |
| Meal Plan Child           | + Grat = | X                 | Nts. | =   |
| Additional Hotel Features |          |                   |      |     |
| Airport Departure Tax     |          |                   |      |     |
| Round Trip Airfare        |          |                   |      |     |

**Subtotal**

× Number of Per Persons

**PER PERSON GRAND TOTAL**

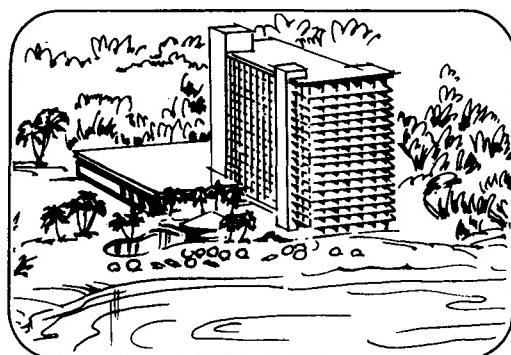
Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$**

# PARADISE ISLAND

# Island Rendezvous

IT6EA1HIRPI



- Air-conditioned Room/2 Double Beds
  - Children under 12 years room free
  - Airconditioned Room/2 Double Beds and Private Balcony
  - Welcome Rum Swizzle Cocktail
  - Guide Book and map of the Island
  - Two Souvenir Miniatures
  - Shopper's Discount Bonus Book
  - Innkeeper's "Get Acquainted" Party (Sunday)
  - Gaming Instruction Book
  - Round-trip transfers including baggage handling
  - (10%) Gratuities covering bellboys, maids, pool and beach boys
  - (4%) Government Room Tax
  - Complimentary use of pool and beach chaise lounges and towels
  - Social Director/Daily Activities Programme
  - Group Coordinator/Services
  - Children under 12 years, room free when sharing with adult
  - Children's Playground/Activities
  - Bahamian Dancing Demonstration — Lobby Sand Bar (Tues. and Thurs.)
  - Bahamian Cooking Class and Drink Mixing Demonstration, Poolside (Thurs. and Sat.)
  - Complimentary use of Meeting Facilities
- BASIC PACKAGE (for groups of 15 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

### Prices per person European Plan (Room only)

Rates Valid December 16, 1976-December 15, 1977

|               | Dec 16-Jan 3 | Jan 4-Jan 31 | Feb 1-Apr 16 | Apr 17-Jun 30 | Jul 1-Sep 10 | Sep 11-Oct 31 | Nov 1-Dec 15 |
|---------------|--------------|--------------|--------------|---------------|--------------|---------------|--------------|
| <b>Double</b> |              |              |              |               |              |               |              |
| 3 Nts         | 100.00       | 91.00        | 100.00       | 72.00         | 75.00        | 69.00         | 75.00        |
| 4 Nts         | 130.00       | 118.00       | 130.00       | 93.00         | 97.00        | 88.00         | 97.00        |
| 5 Nts         | 160.00       | 144.00       | 160.00       | 113.00        | 118.00       | 108.00        | 118.00       |
| 6 Nts         | 190.00       | 171.00       | 190.00       | 134.00        | 140.00       | 127.00        | 140.00       |
| 7 Nts         | 220.00       | 198.00       | 220.00       | 154.00        | 162.00       | 147.00        | 162.00       |
| <b>Single</b> |              |              |              |               |              |               |              |
| 3 Nts         | 172.00       | 160.00       | 172.00       | 110.00        | 122.00       | 103.00        | 122.00       |
| 4 Nts         | 226.00       | 210.00       | 226.00       | 143.00        | 160.00       | 134.00        | 160.00       |
| 5 Nts         | 280.00       | 260.00       | 280.00       | 176.00        | 197.00       | 165.00        | 197.00       |
| 6 Nts         | 335.00       | 309.00       | 335.00       | 209.00        | 234.00       | 196.00        | 234.00       |
| 7 Nts         | 389.00       | 359.00       | 389.00       | 242.00        | 271.00       | 227.00        | 271.00       |
| <b>Triple</b> |              |              |              |               |              |               |              |
| 3 Nts         | 81.00        | 74.00        | 81.00        | 59.00         | 63.00        | 59.00         | 63.00        |
| 4 Nts         | 104.00       | 97.00        | 104.00       | 76.00         | 80.00        | 76.00         | 80.00        |
| 5 Nts         | 129.00       | 118.00       | 129.00       | 92.00         | 97.00        | 92.00         | 97.00        |
| 6 Nts         | 153.00       | 140.00       | 153.00       | 109.00        | 115.00       | 109.00        | 115.00       |
| 7 Nts         | 176.00       | 162.00       | 176.00       | 125.00        | 132.00       | 125.00        | 132.00       |

Children under 12 years room free when sharing with adult. Transfers and package features, one time charge \$7.00 per child.

### Meal Plan — Daily Rates

#### B.P. Breakfast Plan

\$4.50 adult \$3.50 child

#### M.A.P. Modified American Plan

(Breakfast, Dinner)

\$16.00 adult \$12.00 child

#### F.A.P. Full American Plan

(Breakfast, Lunch, Dinner)

\$20.00 adult \$16.00 child

A 15% gratuity is applied to all meal plans

**NOTE:** M.A.P. provides exceptional savings, proportionately, over a la carte dining and prevailing restaurant rates.

**M.A.P. SUPPLEMENT INCLUDES:** Delicious Breakfast and Dinner daily, Bahamian Buffet with Junkanoo Show (Tuesday); Seafood Buffet with the Inn staff's own show "Yes, I can Revue" (Friday); Dinner Nightly in the elegant Neptune's Table, Champagne Brunch (Sunday).

**Prices:** Based on U.S. exchange rate \$1.00 = On Par and are subject to currency fluctuations.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, ChargeX, BankAmericard, Barclay Card, Gulf.

**NOTE:** Airport Departure Tax of \$3.00 per person **NOT INCLUDED.**

### Major Facilities and Activities

**Poolside.** Snacks and tropical coolers from 10 am to 4 pm daily around the beachfront oasis pool and bar. Sunday General Manager's open cocktail party.

**The Pirate's Cove.** Cocktails daily starting at 5:30 pm. Dancing and entertainment nightly from 9:30 pm to 2 am.

**The Lobby.** Cocktails daily from 4 pm with live music for dancing from 6:30 pm. Dance demonstrations twice weekly by professional Bahamian dancers (Thursday and Saturday).

**Neptune's Table.** Gourmet dining, international cuisine and service.

**Paradise Island Casino.** It's nearby, and the chips are waiting for those who'd make a pass at Lady Luck.

**Sports.** Snorkeling, skindiving, sailing, many other water sports. 4 tennis courts, 2 lighted for night play and mini-golf course. Horseback riding close by.

**Sightseeing.** Trips to Nassau, its forts, its historic landmarks by arrangement.

**Shopping.** Downtown Nassau. Hotel arcade. Souvenir and gift shop. Perfume shop.

### Meeting & Banquet Facilities

| Name of Room | Dimensions | Ceiling Height | Theatre | Classroom | Banquet |
|--------------|------------|----------------|---------|-----------|---------|
| Polaris Hall | 124' x 78' | 16'            | 1500    | 600       | 1000    |
| Section A    | 33' x 78'  | 16'            | 360     | 155       | 260     |
| Section B    | 31' x 78'  | 16'            | 325     | 145       | 240     |
| Section C    | 48' x 22'  | 16'            | 120     | 50        | 85      |
| Section D    | 48' x 30'  | 16'            | 200     | 75        | 120     |
| Section E    | 48' x 26'  | 16'            | 160     | 60        | 100     |

**Cocktails and Hors d'oeuvres      ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price per person)                | 1 Hr. | Add ½ Hr. | 2 Hrs. | No. of Persons | Group Total |
|-----------------------------------|-------|-----------|--------|----------------|-------------|
| Full Open Bar                     | 5.50* | 2.00*     | 9.50*  | X _____ =      | _____       |
| Full Open Bar with Hot & Cold H/D | 9.00* | 4.00      | 17.00* | X _____ =      | _____       |
| Bahamian Open Bar                 | 3.95* | 1.75*     | 7.45*  | X _____ =      | _____       |
| Rum Punch Party                   | 3.50* | 1.50*     | 6.50*  | X _____ =      | _____       |
| Dry Buffet                        | 1.75* | 1.25*     | 3.50*  | X _____ =      | _____       |

\*10% Gratuity not included

**Subtotal \$**

| Entertainment         | Min. No. Hours | Cost              | No. of Performances | Group Total |
|-----------------------|----------------|-------------------|---------------------|-------------|
| Native Trio           | 1              | 175.00            | X _____ =           | _____       |
| Dance Band (6 pieces) | 2              | 200.00            | X _____ =           | _____       |
| Native Show           | 2              | 750.00 (per show) | X _____ =           | _____       |
| Fashion Show          | 1              | 300.00 (per show) | X _____ =           | _____       |
| "Yes I Can" Review    | 2              | 500.00 (per show) | X _____ =           | _____       |

**Subtotal \$**

| Sightseeing       | Price per Person | No. of Persons | Group Total |
|-------------------|------------------|----------------|-------------|
| City and Country  | 7.75             | X _____ =      | _____       |
| Catamaran Cruise  | 11.00            | X _____ =      | _____       |
| Nightclub Tour    | 13.25            | X _____ =      | _____       |
| Seafloor Aquarium | 7.75             | X _____ =      | _____       |
| Ocean Sailing     | 26.50            | X _____ =      | _____       |

**Subtotal \$**

| Sports                                             | Price per Person  | No. of Persons           | Group Total |
|----------------------------------------------------|-------------------|--------------------------|-------------|
| Glassbottom boat cruise (1 hour)                   | 3.50              | X _____ =                | _____       |
| Snorkeling & skin diving cruise<br>(3 Dives ½ day) | 90.00             | X _____ =                | _____       |
| Deep Sea Fishing<br>(½ day, up to 6 persons)       | 120.00 (for boat) | X _____ (No. of Trips) = | _____       |

**Subtotal \$**

| Golf                  | Winter | Spring/Sum/Fall | No. of Persons    | No. of Days | Group Total |
|-----------------------|--------|-----------------|-------------------|-------------|-------------|
| Green Fees (18 holes) | 10.00  | 7.00            | X _____ X _____ = | _____       | _____       |
| Golf Cart (18 holes)  | 12.00  | 10.00           | X _____ X _____ = | _____       | _____       |
| Club Rental           | 6.00   | 5.00            | X _____ X _____ = | _____       | _____       |

**Subtotal \$**

**Note:** To figure per person cost for additional features or activities, divide total cost Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_ by number of persons participating.

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl   | (Per Person Rate)<br>Sng | Tri   | Child |
|-----------------------------------------------------------|-------|--------------------------|-------|-------|
| Basic Program _____ Nts.                                  | _____ | _____                    | _____ | _____ |
| Meal Plan Adult _____ + Grat = _____ X _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Meal Plan Child _____ + Grat = _____ X _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Additional Hotel Features                                 | _____ | _____                    | _____ | _____ |
| Airport Departure Tax                                     | _____ | _____                    | _____ | _____ |
| Round Trip Airfare                                        | _____ | _____                    | _____ | _____ |
| <b>Subtotal</b>                                           | _____ | _____                    | _____ | _____ |
| <b>× Number of Per Persons</b>                            | _____ | _____                    | _____ | _____ |

**PER PERSON GRAND TOTAL**

**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

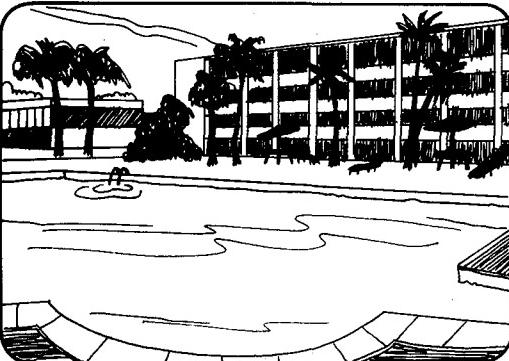
**GROUP GRAND TOTAL \$** \_\_\_\_\_

# PONCE PUERTO RICO



## Island Rendezvous

IT6EA1HIRJP



- Air-conditioned Room/2 Double Beds, Private Balcony and T.V.
- Welcome Rum Swizzle Party
- Round Trip transfers including baggage handling
- (5%) Government Room Tax
- (10%) Gratitudes covering bellboys, maids and pool boys

- Complimentary use of pool chaise lounges and towels
  - Children under 18 years, room free sharing with Adult
  - Group Coordinator/Services
- BASIC PACKAGE (for groups of 20 or more)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

### Prices per person European Plan (Room only)

### Rates Valid December 16, 1976-December 15, 1977

#### Dec. 16, 1976-Dec. 15, 1977

|        |       |        |
|--------|-------|--------|
| Double | 3 Nts | 90.00  |
|        | 4 Nts | 116.00 |
|        | 5 Nts | 142.00 |
|        | 6 Nts | 168.00 |
|        | 7 Nts | 194.00 |

|        |       |        |
|--------|-------|--------|
| Single | 3 Nts | 152.00 |
|        | 4 Nts | 199.00 |
|        | 5 Nts | 246.00 |
|        | 6 Nts | 293.00 |
|        | 7 Nts | 340.00 |

|        |       |        |
|--------|-------|--------|
| Triple | 3 Nts | 71.00  |
|        | 4 Nts | 90.00  |
|        | 5 Nts | 110.00 |
|        | 6 Nts | 129.00 |
|        | 7 Nts | 149.00 |

Children under 18 years room free when sharing with adult. (Transfers and package features, one time charge \$12.00 per child.)

### Meal Plan — Daily Rates

| B.P. Breakfast Plan | M.A.P. Modified American Plan<br>(Breakfast, Dinner) | F.A.P. Full American Plan<br>(Breakfast, Lunch, Dinner) |
|---------------------|------------------------------------------------------|---------------------------------------------------------|
| adult \$4.00        | adult \$15.00                                        | adult \$20.00                                           |
| child \$3.50        | child \$10.00                                        | child \$15.00                                           |

A 15% gratuity is applied to all meal plans. Banquet gratuities 15%.

**NOTE:** (M.A.P. provides exceptional savings proportionately, over a la carte dining and prevailing restaurant rates.)

**Rate of Exchange:** U.S. Dollar.

**Complimentary Room Policy:** One complimentary room for each 50 rooms sold exclusive of taxes.

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Gulf, Carte Blanche.

### Major Facilities and Activities

**Janama Room.** Enjoy delicious Island dishes, overlooking the Caribbean Sea.

**Coffee Shop.** For tasty snacks, day and night.

**Don Q Lounge.** Live music, entertainment and dancing nightly.

**The Beach.** Poolside game room.

**In Room.** Feature Movies.

**Happy Hour.** 5-7 P.M., Mon.-Fri.

**Pool.** Olympic size — Children's Pool.

**Sports.** Snorkeling, Scuba Diving, Tennis, Golf, Deep Sea Fishing, Horseback Riding — nearby.

**Shopping.** Ponce's Downtown Square.

**Sightseeing.** Old Don Q Rum Distillery, Ponce Museum of Arts, The Old Fire House, Porta Coeli, Religious Art Museum, Oldest church in Latin America; Phosphorescent Bay, Familandia Zoo, La Perla Theatre, Plaza de Getau and Gardens.

### Meeting & Banquet Facilities

| Name of Room       | Daily Charge | Dimensions | Theatre | Classroom | Banquet |
|--------------------|--------------|------------|---------|-----------|---------|
| El Poncenio        | 25.00        | 16' x 40'  | 125     | 75-100    | 50      |
| El Tuque           | 75.00        | 35' x 25'  | 175     | 148       | 89      |
| Caribbean          | 75.00        | 35' x 25'  | 175     | 148       | 89      |
| El Tuque/Caribbean | 150.00       | 35' x 50'  | 325     | 296       | 178     |

| Cocktails and Hors d'oeuvres      | ADDITIONAL HOTEL FEATURES AND ACTIVITIES |        |                |                    |
|-----------------------------------|------------------------------------------|--------|----------------|--------------------|
| (Price per person)                | 1 Hr.                                    | 2 Hrs. | No. of Persons | Group Total        |
| Full Open Bar                     | 5.00*                                    | 10.00* | X              | =                  |
| Full Open Bar with Hot & Cold H/D | 9.50*                                    | 19.00* | X              | =                  |
| Rum Punch Party                   | 4.50*                                    | 9.00*  | X              | =                  |
| <b>*Includes 15% gratuity</b>     |                                          |        |                | <b>Subtotal \$</b> |

| Entertainment         | Min. Length | Cost   | No. of Performances | Group Total |
|-----------------------|-------------|--------|---------------------|-------------|
| Native Trio (3 Piece) | 1 hr.       | 100.00 | X                   | =           |
| Dance Band (3 Piece)  | 1 hr.       | 150.00 | X                   | =           |
| Fashion Show          | 1 hr.       | 100.00 | X                   | =           |
| <b>Subtotal \$</b>    |             |        |                     |             |

| Sports                       | Price per Person  | No. of Persons | Group Total |
|------------------------------|-------------------|----------------|-------------|
| Tennis (2 Hard Courts)       | Free              | X              | =           |
| Deep Sea Fishing (6 Persons) | 100.00 Full Day   | X              | =           |
| Horseback Riding             | 3.00 hr.          | X              | =           |
| Golf — Ponce Country Club    |                   |                |             |
| Green Fees (9 Holes)         | 5.00              | X              | =           |
| Golf Cart (9 Holes)          | 10.00 (2 Persons) | X              | =           |
| Club Rental                  | 5.00              | X              | =           |
| <b>Subtotal \$</b>           |                   |                |             |

| Sightseeing                                                         | Price Per Person | No. of Persons | Group Total |
|---------------------------------------------------------------------|------------------|----------------|-------------|
| Tour of Old Don Q Rum Distillery                                    | 8.00             | X              | =           |
| Tour of Ponce Museum of Arts, Firehouse, Plaza de Getau and gardens | 8.00             | X              | =           |
| Tour of Phosphorescent Bay                                          | 8.00             | X              | =           |
| Shopper's Tour of Ponce's Downtown Square                           | 8.00             | X              | =           |
| Tour of Familandia Zoo                                              | 8.00             | X              | =           |
| <b>Subtotal \$</b>                                                  |                  |                |             |

Note: To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

#### TOTAL PROGRAM COST

| (Per Person Costs)                                        | Dbl   | (Per Person Rate)<br>Sng | Tri   | Child |
|-----------------------------------------------------------|-------|--------------------------|-------|-------|
| Basic Program _____ Nts.                                  | _____ | _____                    | _____ | _____ |
| Meal Plan Adult _____ + Grat = _____ X _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Meal Plan Child _____ + Grat = _____ X _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Additional Hotel Features                                 | _____ | _____                    | _____ | _____ |
| Airport Departure Tax                                     | _____ | _____                    | _____ | _____ |
| Round Trip Airfare                                        | _____ | _____                    | _____ | _____ |
| <b>Subtotal</b>                                           | _____ | _____                    | _____ | _____ |
| <b>× Number of Per Persons</b>                            | _____ | _____                    | _____ | _____ |
| <b>PER PERSON GRAND TOTAL</b>                             | _____ | _____                    | _____ | _____ |

Note: Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_

# St Lucia

# Holiday Inn Island Rendezvous

IT6EA1HIRSL



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Drink on arrival
- Innkeeper's Rum Swizzle Party
- Round trip transfers including baggage handling
- (10%) Gratitudes covering bellboys maids, pool and beach boys
- (5%) Government Room Tax

- Complimentary use of pool and beach chaise lounges and towels
  - Social Director/Daily Activities Programme
  - Group Coordinator/Services
  - Children under 12 years room free when sharing with adult
  - Children's Activities
- BASIC PACKAGE (for groups of 10 or more rooms)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

December 16, 1976 to April 15, 1977

Prices per person, European Plan — (Room only)

E.P.

|       |        |
|-------|--------|
| 3 Nts | 95.00  |
| 4 Nts | 124.00 |
| 5 Nts | 154.00 |
| 6 Nts | 183.00 |
| 7 Nts | 212.00 |

April 16, 1977 to December 15, 1977

Prices per person, European Plan & Modified American Plan

E.P.

|        |
|--------|
| 121.00 |
| 158.00 |
| 196.00 |
| 234.00 |
| 272.00 |

|        |
|--------|
| 76.00  |
| 98.00  |
| 121.00 |
| 144.00 |
| 167.00 |

|       |        |
|-------|--------|
| 3 Nts | 176.00 |
| 4 Nts | 232.00 |
| 5 Nts | 288.00 |
| 6 Nts | 344.00 |
| 7 Nts | 400.00 |

|        |        |
|--------|--------|
| 120.00 | 165.00 |
| 157.00 | 217.00 |
| 195.00 | 270.00 |
| 232.00 | 322.00 |
| 269.00 | 374.00 |

|       |        |
|-------|--------|
| 3 Nts | 76.00  |
| 4 Nts | 98.00  |
| 5 Nts | 121.00 |
| 6 Nts | 144.00 |
| 7 Nts | 166.00 |

|        |        |
|--------|--------|
| 61.00  | 106.00 |
| 81.00  | 141.00 |
| 99.00  | 174.00 |
| 118.00 | 208.00 |
| 136.00 | 241.00 |

Children under 12 years room free sharing with adult. Transfers and package features, one time charge \$6.00 per child.

#### Meal Plan — Daily Rates

##### B.P. Breakfast Plan

\$4.00 Adult

\$2.00 children under 10 years

A 10% gratuity is applied to all meal plans.

##### M.A.P. Modified American Plan

(Breakfast, Dinner)

\$16.00 Adult

\$8.00 children under 10 years

**NOTE:** A substantial savings will be realized in purchasing Summer M.A.P. package.

**Prices.** All rates are in U.S. Dollars and are subject to change.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge, BankAmericard, Barclay Card.

**NOTE:** Airport Departure Tax NOT INCLUDED.

#### Major Facilities and Activities

**Poolside.** Barbeques, lobster feasts, native music and dancing.

**Formal Dining.** Elegant four-tiered, candle-lit room serving gourmet and Caribbean specialties.

**Open Air Patio.** Informal breakfast and lunch served in serene atmosphere overlooking the Caribbean Sea.

**Bamboo Discotheque.** Lively parties and late night dancing.

**Sports.** Tennis, shuffleboard, archery. 9 hole golf course 10 minute drive. Horseback riding, sailing, deep sea fishing, scuba diving, snorkeling and water skiing.

**Sightseeing.** Banana Plantations. The Pitons, Soufriere with drive-in volcano nearby.

**Shopping.** Clothes, liquor, china, duty free goods in downtown Castries.

#### Meeting & Banquet Facilities

##### Name of Room

##### Dimensions

##### Capacity

Conference Room

1,521 Sq. Ft.

225

Discotheque

2,835 Sq. Ft.

420

Meeting Room

432 Sq. Ft.

63

Meeting Room

1,584 Sq. Ft.

234

Covered Open Air

8,262 Sq. Ft.

1,220

**Cocktails and Hors d'oeuvres      ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price per person)                   | 1 Hr.  | Add. ½ Hr. | 2 Hrs. | No. of Persons | Group Total        |
|--------------------------------------|--------|------------|--------|----------------|--------------------|
| Full Open Bar                        | 6.50*  | 2.25*      | 10.50* | x _____        | = _____            |
| Full Open Bar with<br>Hot & Cold H/D | 11.00* | 4.25*      | 21.00* | x _____        | = _____            |
| Rum Punch Party                      | 2.75*  | 1.75*      | 6.25*  | x _____        | = _____            |
| *10% Gratuity not included           |        |            |        |                | <b>Subtotal \$</b> |

| Entertainment                            | Min. Length | Cost   | No. of Performances | Group Total        |
|------------------------------------------|-------------|--------|---------------------|--------------------|
| Calypsonian                              | 1 Hr.       | 40.00  | x _____             | = _____            |
| Trio                                     | 1 Hr.       | 50.00  | x _____             | = _____            |
| Steel Band                               | 2 Hrs.      | 100.00 | x _____             | = _____            |
| Band, local dance troupe                 |             |        |                     |                    |
| Limbo dancers and fire-eating Floor show |             | 300.00 | x _____             | = _____            |
|                                          |             |        |                     | <b>Subtotal \$</b> |

| Sightseeing                   | Price Per Person | No. of Persons | Group Total        |
|-------------------------------|------------------|----------------|--------------------|
| City & Surroundings           | 5.00             | x _____        | = _____            |
| City & Country Tour           | 8.00 ½ day       | x _____        | = _____            |
|                               | 16.00 full day   | x _____        | = _____            |
| Island Tour (lunch, swimming) | 20.00            | x _____        | = _____            |
|                               |                  |                | <b>Subtotal \$</b> |

| Sports                                  | Price Per Person | No. of Persons | Group Total        |
|-----------------------------------------|------------------|----------------|--------------------|
| Deep Sea Fishing<br>(six persons limit) | 25.00            | x _____        | = _____            |
| Scuba Diving                            | 15.00 per dive   | x _____        | = _____            |
| Scuba Sightseeing Tour                  | 30.00            | x _____        | = _____            |
| Sun Fish Sailing                        | 6.00 per hour    | x _____        | = _____            |
| Snorkeling                              | 3.00 per day     | x _____        | = _____            |
| Tennis                                  | Free             | x _____        | = _____            |
| Shuffleboard                            | Free             | x _____        | = _____            |
| Horseback riding                        | 6.00 per hour    | x _____        | = _____            |
| Golf (Greens Fees)                      | 5.00             | x _____        | = _____            |
|                                         |                  |                | <b>Subtotal \$</b> |

**Note:** To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

**TOTAL PROGRAM COST**

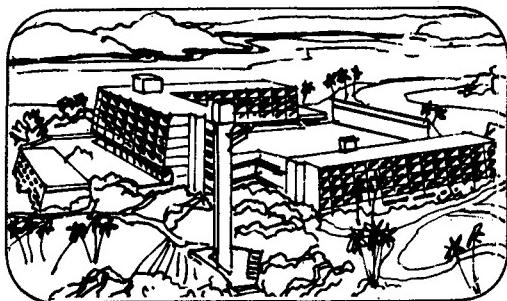
| (Per Person Costs)                                        | Dbl                           | Sng   | Tri   | Child |
|-----------------------------------------------------------|-------------------------------|-------|-------|-------|
| Basic Program _____ Nts.                                  | _____                         | _____ | _____ | _____ |
| Meal Plan Adult _____ + Grat = _____ x _____ Nts. = _____ | _____                         | _____ | _____ | _____ |
| Meal Plan Child _____ + Grat = _____ x _____ Nts. = _____ | _____                         | _____ | _____ | _____ |
| Additional Hotel Features                                 | _____                         | _____ | _____ | _____ |
| Airport Departure Tax                                     | _____                         | _____ | _____ | _____ |
| Round Trip Airfare                                        | _____                         | _____ | _____ | _____ |
|                                                           | <b>Subtotal</b>               | _____ | _____ | _____ |
|                                                           | × Number of Per Persons       | _____ | _____ | _____ |
|                                                           | <b>PER PERSON GRAND TOTAL</b> | _____ | _____ | _____ |

**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_

# St. Thomas Island Rendezvous

## FRENCHMAN'S REEF



- Air conditioned room with 2 Double Beds or 1 King size Bed, T.V. and private terrace
  - Group Coordinator
  - Round trip airport transfers including baggage handling
  - Use of meeting rooms
  - Welcome Rum Swizzle
  - Innkeeper's get acquainted party (every Wednesday)
  - Complimentary group tennis clinic daily
  - Complimentary chaise lounges at the pool
  - Complimentary group snorkel demonstration daily
  - Gratuities to bellman and chambermaids
  - Unlimited tennis on our four lighted courts
  - 2% Government room tax
- BASIC PACKAGE (for groups of 10 rooms/15 people)**

The Island Rendezvous program is specially designed for the basic needs of every group type: social, incentive, sales meeting or convention — with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

### Prices per person European Plan (Room Only)

|               | <b>Rates Valid December 16, 1976-December 15, 1977</b> |                                         |
|---------------|--------------------------------------------------------|-----------------------------------------|
|               | <b>December 16, 1976-April 20, 1977</b>                | <b>April 21, 1977-December 15, 1977</b> |
| <b>Double</b> |                                                        |                                         |
| 3 Nts         | 138.71                                                 | 105.44                                  |
| 4 Nts         | 179.85                                                 | 137.47                                  |
| 5 Nts         | 224.95                                                 | 169.51                                  |
| 6 Nts         | 268.07                                                 | 201.54                                  |
| 7 Nts         | 311.19                                                 | 233.57                                  |
| <b>Single</b> |                                                        |                                         |
| 3 Nts         | 256.98                                                 | 186.75                                  |
| 4 Nts         | 339.52                                                 | 245.89                                  |
| 5 Nts         | 422.07                                                 | 305.03                                  |
| 6 Nts         | 504.61                                                 | 364.16                                  |
| 7 Nts         | 587.15                                                 | 423.30                                  |
| <b>Triple</b> |                                                        |                                         |
| 3 Nts         | 111.61                                                 | 89.44                                   |
| 4 Nts         | 145.69                                                 | 116.12                                  |
| 5 Nts         | 179.79                                                 | 142.82                                  |
| 6 Nts         | 213.88                                                 | 169.53                                  |
| 7 Nts         | 247.96                                                 | 196.21                                  |

Children under 12 years room free when sharing with adult. Transfers and package features, one-time charge \$7.50 per child.

### Meal Plan — Daily Rates

M.A.P. Modified American Plan  
(Breakfast and Dinner)  
\$16.50

**December 16, 1976-April 20, 1977**

M.A.P. Modified American Plan  
(Breakfast and Dinner)  
\$18.50

**April 21, 1977-December 15, 1977**

F.A.P. Full American Plan  
(Breakfast, Lunch and Dinner)  
\$21.50

**December 16, 1976-April 20, 1977**

F.A.P. Full American Plan  
(Breakfast, Lunch and Dinner)  
\$23.50

**April 21, 1977-December 15, 1977**

**NOTE:** All rates are subject to change without notice.

A 10% gratuity is applied to all meal plans. All MAP rates are net.

**NOTE:** M.A.P. and F.A.P. provide exceptional savings, proportionately over a la carte dining and prevailing restaurant rates.

**Prices:** Based on U.S. currency. No foreign currency exchange necessary.

**Complimentary Room Policy:** One complimentary room for every 50 rooms sold (Room portion only).

### Major Facilities and Activities

**Top of the Reef:** Exciting live night club entertainment.

**Sports:** Scuba, snorkeling, deep sea fishing, 4 tennis courts.

**La Terraza Lounge:** Nightly entertainment at our piano bar.

**Sightseeing:** Mountain top tour "Day Sail to St. John", Snorkel

**Innkeeper's Party:** Get acquainted every Wednesday Night.

Tour to Buck Island, Walking tour of St. Thomas.

**V. I. Rum Tasting Party:** Every Monday afternoon — free to hotel guests.

**Shopping:** The world's best buys \$200.00 duty free limit/person, no tax, 18 shops located in hotel with same prices as downtown.

### Meeting & Banquet Facilities

| Name of Room       | Dimensions | Ceiling Hgt. | Theatre | Classroom | Banquet |
|--------------------|------------|--------------|---------|-----------|---------|
| Frenchman's Room   | 39' x 65'  | 12'          | 425     | 100       | 250     |
| Holiday Room       | 42' x 65'  | 12'          | 425     | 185       | 275     |
| Reef Room          | 27' x 65'  | 12'          | 295     | 120       | 180     |
| Convention Hall    | 108' x 65' | 12'          | 1,025   | 400       | 600     |
| 4 Conference Rooms | 26' x 21'  | 10'          | 95      | 35        | 50      |

**NOTE:** The Holiday, Reef, and Frenchman's Rooms open together to form the Convention Hall.

| COCKTAILS AND FLORS & DECOUVRES |  | ADDITIONAL HOTEL FEATURES AND ACTIVITIES |        |                |             |
|---------------------------------|--|------------------------------------------|--------|----------------|-------------|
| (Price per Person)              |  | 1 Hr.                                    | 2 Hrs. | No. of Persons | Group Total |
| Full Open Bar                   |  | 3.50*                                    | 5.00*  | x              | =           |
| Full Open Bar w/Hot & Cold H/D  |  | 7.25*                                    | 12.00* | x              | =           |
| Rum Punch Party                 |  | 2.50*                                    | 4.50*  | x              | =           |

\*16% Gratuity not included

**Subtotal \$**

| Entertainment               | 1 Hour | 2 Hours | No. of Performances | Group Total |
|-----------------------------|--------|---------|---------------------|-------------|
| Native Trio                 | 175.00 |         | x                   | =           |
| Dance Band plus Native Show |        | 375.00  | x                   | =           |
| Fashion Show 30 min.        | Free   |         | x                   | =           |
| Guitarist                   | 50.00  |         | x                   | =           |

**Subtotal \$**

| Sightseeing                  | Price per person | No. of Persons | Group Total |
|------------------------------|------------------|----------------|-------------|
| Mountain Top Tour            | 6.00             | x              | =           |
| Tour of St. John & Trunk Bay | 20.00            | x              | =           |
| Walking Tour of Downtown     | 5.00             | x              | =           |
| Snorkel Tour to Buck Island  | 15.00            | x              | =           |

**Subtotal \$**

| Sports                                   |                                         | No. of Persons | Group Total |
|------------------------------------------|-----------------------------------------|----------------|-------------|
| Sailboats — Sun Fish                     | 10.00 per hr.                           | x              | =           |
| Snorkeling                               | 5.00 per day                            | x              | =           |
| Scuba Diving, instructor                 | 39.50 per dive                          | x              | =           |
| Glassbottom boat trip                    | 4.50                                    | x              | =           |
| Tennis                                   | Free for Guests                         | x              | =           |
| Deep Sea Fishing<br>(4 persons required) | 21.25 per 1/2 day<br>37.50 per full day | x              | =           |

**Subtotal \$**

| Golf                 |      | No. of Persons | Group Total |
|----------------------|------|----------------|-------------|
| Green Fees (9 Holes) | 2.00 | x              | =           |
| Club Rental          | 3.00 | x              | =           |

**Subtotal \$**

**NOTE:** All prices quoted under additional hotel features are net (non commissionable).

**Note:** All prices are subject to change without notice.

**Note:** To figure per person cost for additional features or activities, divide total cost by number of persons participating.

Total Add'l. Features \$ \_\_\_\_\_ ÷ \_\_\_\_\_ Persons = \$ \_\_\_\_\_

#### TOTAL PROGRAM COST

| (Per Person Costs)                                        | Dbl   | (Per Person Rate)<br>Sng | Tri   | Child |
|-----------------------------------------------------------|-------|--------------------------|-------|-------|
| Basic Program _____ Nts.                                  | _____ | _____                    | _____ | _____ |
| Meal Plan Adult _____ + Grat = _____ x _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Meal Plan Child _____ + Grat = _____ x _____ Nts. = _____ | _____ | _____                    | _____ | _____ |
| Additional Hotel Features                                 | _____ | _____                    | _____ | _____ |
| Airport Departure Tax                                     | _____ | _____                    | _____ | _____ |
| Round Trip Airfare                                        | _____ | _____                    | _____ | _____ |

**Subtotal**

**× Number of Per Persons**

**PER PERSON GRAND TOTAL**

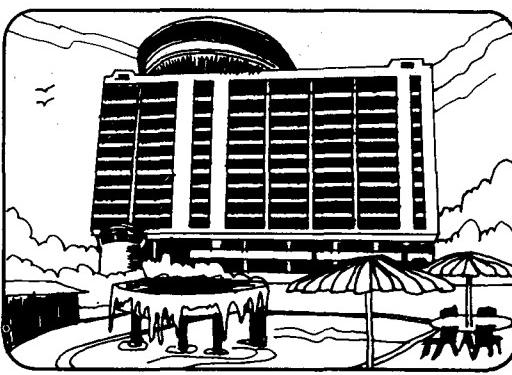
**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_

# Trin'dad Island Rendezvous

Holiday Inn®

IT6EA1HIRTID



- Air-conditioned Room/2 Double Beds and Private Balcony
- Welcome Drink on arrival
- Innkeeper's Rum Swizzle Party
- Round trip transfers including baggage handling
- (10%) Gratuities covering bellboys, maids, and pool
- (3%) Government Room Tax
- Complimentary use of pool chaise lounges and towels

- Social Director/Daily Activities Programme
  - Group Coordinator/Services
  - Children under 12 years room free when sharing with adult
  - Children's activities
- BASIC PACKAGE (for groups of 10 or more rooms)**

The Island Rendezvous program is especially designed for the basic needs of every group type: social, incentive, sales meeting or convention—with a Group Planner designed to help you tailor your total group program to meet your own group's special needs.

**December 16, 1976 to December 15, 1977  
(Except Carnival period Feb. 18-23)**

**Prices per person, European Plan — Room only**

|       | E.P.   | M.A.P. |
|-------|--------|--------|
| 3 Nts | 76.00  | 121.00 |
| 4 Nts | 99.00  | 159.00 |
| 5 Nts | 122.00 | 197.00 |
| 6 Nts | 145.00 | 235.00 |
| 7 Nts | 168.00 | 273.00 |

|       | E.P.   | M.A.P. |
|-------|--------|--------|
| 3 Nts | 124.00 | 169.00 |
| 4 Nts | 163.00 | 223.00 |
| 5 Nts | 202.00 | 277.00 |
| 6 Nts | 241.00 | 331.00 |
| 7 Nts | 280.00 | 385.00 |

|       | E.P.   | M.A.P. |
|-------|--------|--------|
| 3 Nts | 62.00  | 107.00 |
| 4 Nts | 80.00  | 140.00 |
| 5 Nts | 99.00  | 174.00 |
| 6 Nts | 117.00 | 207.00 |
| 7 Nts | 136.00 | 241.00 |

**April 16, 1977 to December 15, 1977  
Modified American Plan (Summer Season)**

**Prices per person**

Double

Single

Triple

Children under 12 years room free sharing with adult. Transfers and package features, one time charge \$7.50 per child.

## Meal Plan — Daily Rates

B.P. Breakfast Plan

\$4.00

A 10% gratuity is applied to all meal plans.

M.A.P. Modified American Plan  
(Breakfast, Dinner)

\$16.00

**NOTE:** A substantial savings will be realized in purchasing Summer M.A.P. package.

**Prices:** All rates are in U.S. Dollars and are subject to change.

**Complimentary Room Policy:** One complimentary room for each 25 rooms sold to a maximum of four rooms (room portion only, exclusive of tax and gratuity).

**Credit Cards Accepted:** American Express, Diners Club, Master Charge BankAmericard, Barclay Card.

**NOTE:** Airport Departure Tax NOT INCLUDED.

## Major Facilities and Activities

**Poolside.** Barbeques, lobster feasts, native music and dancing.

**Sports.** Shuffleboard, 18 hole golf course nearby. Horseback riding, sailing, deep sea fishing and scuba diving available.

**Sightseeing.** Home of calypso music, famed Maracos Bay, bustling

city, Caroni Bird Sanctuary; a truly exciting island with something for everyone.

**Shopping.** Clothes, liquor, china, duty-free goods in downtown Port of Spain and at the airport.

## Meeting & Banquet Facilities

| Meeting Rooms                          | Dimensions | Area<br>(Sq. Ft.) | Ceiling<br>Height | Capacity<br>Theatre | Capacity<br>School | Capacity<br>Dining | Capacity<br>Reception |
|----------------------------------------|------------|-------------------|-------------------|---------------------|--------------------|--------------------|-----------------------|
| Festival Ballroom East (with stage)    | 38' x 56'  | 2,128             | 22'-2"            | 300                 | 100                | 200                | 325                   |
| Festival Ballroom West                 | 38' x 56'  | 2,128             | 19'-0"            | 300                 | 100                | 200                | 325                   |
| Festival Ballroom (total room)         | 76' x 56'  | 4,256             |                   | 600                 | 200                | 400                | 650                   |
| Canada Room                            | 21' x 16'  | 336               | 9'-0"             | 24                  | 12                 | 15                 | 25                    |
| San Fernando North (1/2 room)          | 30' x 36'  | 1,080             | 9'-0"             | 100                 | 60                 | 75                 | 150                   |
| San Fernando South (1/2 room)          | 30' x 36'  | 1,080             | 9'-0"             | 100                 | 60                 | 75                 | 150                   |
| San Fernando Room (total room)         | 60' x 36'  | 2,160             | 9'-0"             | 250                 | 120                | 150                | 300                   |
| The Teak Room (main floor, "L"-shaped) | 43' x 24'  |                   |                   |                     |                    |                    |                       |
|                                        | 38' x 12'  | 1,488             | 9'-0"             | 200                 | 100                | 100                | 225                   |
| Trinidad Room (12th floor)             | 38' x 26'  | 988               | 11'-0"            | 120                 | 50                 | 80                 | 150                   |
| Tobago Room (12th floor)               | 38' x 26'  | 988               | 11'-0"            | 120                 | 50                 | 80                 | 150                   |

**Cocktails and Hors d'oeuvres****ADDITIONAL HOTEL FEATURES AND ACTIVITIES**

| (Price Per Person)                  | 1 Hr.  | Add ½ Hr. | 2 Hrs. | No. of Persons | Group Total        |
|-------------------------------------|--------|-----------|--------|----------------|--------------------|
| Full Open Bar                       | 6.50*  | 2.25*     | 10.50* | X              | =                  |
| Full Open Bar with Hot and Cold H/D | 11.00* | 4.25*     | 21.00* | X              | =                  |
| Rum Punch Party                     | 2.75*  | 1.75*     | 6.25*  | X              | =                  |
| *10% Service Charge Not Included    |        |           |        |                | <b>Subtotal \$</b> |

| Entertainment                                                        | Min. Length | Cost   | No. of Performances | Group Total        |
|----------------------------------------------------------------------|-------------|--------|---------------------|--------------------|
| Calypsonian Trio                                                     | 1 Hr.       | 40.00  | X                   | =                  |
| Steel Band                                                           | 1 Hr.       | 50.00  | X                   | =                  |
| Band, local dance troupe<br>limbo dancers and fire-eating floor show | 2 Hrs.      | 100.00 | X                   | =                  |
|                                                                      |             | 300.00 | X                   | =                  |
|                                                                      |             |        |                     | <b>Subtotal \$</b> |

| Sightseeing                   | Price Per Person | No. of Persons | Group Total        |
|-------------------------------|------------------|----------------|--------------------|
| City and Surroundings         | 5.00             | X              | =                  |
| City and Country Tour         | 8.00 ½ day       | X              | =                  |
|                               | 16.00 full day   | X              | =                  |
| Island Tour (lunch, swimming) | 20.00            | X              | =                  |
|                               |                  |                | <b>Subtotal \$</b> |

| Sports                                 | Price Per Person | No. of Persons | Group Total        |
|----------------------------------------|------------------|----------------|--------------------|
| Deep sea fishing<br>(six person limit) | 25.00            | X              | =                  |
| Tennis                                 | Nearby           | X              | =                  |
| Shuffleboard                           | Free             | X              | =                  |
| Horseback riding                       | 6.00 per hour    | X              | =                  |
| Day trip "Down The Island"             | 15.00            | X              | =                  |
|                                        |                  |                | <b>Subtotal \$</b> |

| Golf       | No. of Persons | Group Total        |
|------------|----------------|--------------------|
| Green Fees | 5.00           | X                  |
|            |                | <b>Subtotal \$</b> |

**Note:** To figure per person cost for additional features or activities, divide total cost **Total Add'l. Features \$** \_\_\_\_\_ ÷ **Persons = \$** \_\_\_\_\_ by number of persons participating.

**TOTAL PROGRAM COST**

| (Per Person Costs)                                        | Dbl | (Per Person Rate) |       |  |
|-----------------------------------------------------------|-----|-------------------|-------|--|
|                                                           | Sng | Tri               | Child |  |
| Basic Program _____ Nts.                                  |     |                   |       |  |
| Meal Plan Adult _____ + Grat = _____ X _____ Nts. = _____ |     |                   |       |  |
| Meal Plan Child _____ + Grat = _____ X _____ Nts. = _____ |     |                   |       |  |
| Additional Hotel Features                                 |     |                   |       |  |
| Airport Departure Tax                                     |     |                   |       |  |
| Round Trip Airfare                                        |     |                   |       |  |
| <b>Subtotal</b>                                           |     |                   |       |  |
| <b>× Number of Per Persons</b>                            |     |                   |       |  |
| <b>PER PERSON GRAND TOTAL</b>                             |     |                   |       |  |

**Note:** Food and beverage, musical entertainment, sightseeing and off-premise sports activity prices are quoted at current available rates and are subject to change without notice. Customer should verify at time of booking.

**GROUP GRAND TOTAL \$** \_\_\_\_\_

# EASTERN AIRLINES

## SAMPLE ROUND TRIP

### GROUP 40 FARES TO THE CARIBBEAN<sup>1</sup>

|                      | Antigua | Aruba | Barbados | Bermuda | Curacao | Freeport | Montego Bay | Miami | Nassau | San Juan | St. Lucia | Trinidad |
|----------------------|---------|-------|----------|---------|---------|----------|-------------|-------|--------|----------|-----------|----------|
| Atlanta              | 220     | 257   | 250      | 194     | 257     | 112      | 156         | 91    | 112    | 191.80   | 250       | 269      |
| Baltimore/Washington | 204     | 230   | 227      | 119     | 230     | 131      | 170         | 121   | 131    | 158.80   | 223       | 247      |
| Boston               | *       | *     | *        | 109     | *       | 185      | 231         | 152   | 185    | 174.80   | *         | *        |
| Chicago              | 263     | 300   | 340      | *       | 300     | 162      | 227         | 146   | 162    | 240.80   | 316       | 360      |
| Detroit              | 245     | 282   | 310      | *       | 282     | 158      | 227         | 142   | 158    | 218.80   | 299       | 330      |
| Miami                | 156     | 173   | 204      | *       | 173     | *        | *           | *     | *      | *        | 185       | 213      |
| New York             | 204     | 230   | 227      | 104     | 230     | 131      | 170         | 136   | 131    | 162.80   | 223       | 247      |
| Philadelphia         | 204     | 230   | 227      | 119     | 230     | 131      | 170         | 129   | 131    | 158.80   | 223       | 247      |

<sup>1</sup> Round trips affinity/single entity Group 40 fares, 3-day minimum/30-day maximum stay requirements, peak period travel blackouts. For complete information on fare applicability contact Eastern Airlines Reservations. Fares subject to change without notice.

\* Affinity/single entity Group 40 fares not available in this market. Contact Eastern Airlines Reservations for other available promotional fares.

## HOLIDAY INN GROUP SALES OFFICES. ONE CALL DOES IT ALL.

For more detailed information, support sales aids, brochures, etc., or for reservations in Aruba, Jamaica, Freeport/Lucaya, Paradise Island, Miami Beach-Convention Center, call the Group Meeting Specialist nearest you:

Atlanta ..... 404/451-2759  
 Detroit ..... 313/565-5800  
 Memphis ..... 901/362-4921  
 New York ..... 212/868-1080  
 San Francisco ..... 415/626-3270

Chicago ..... 312/325-1225  
 Los Angeles ..... 213/469-2274  
 Mexico City ..... 533-1236  
 Philadelphia ..... 215/521-1700  
 Toronto ..... 416/486-6610

For the following Inns, call:

|                                                                      |       |              |       |              |
|----------------------------------------------------------------------|-------|--------------|-------|--------------|
| San Juan - Isla Verda                                                | ..... | San Juan     | ..... | 809/791-2300 |
| Curacao                                                              | ..... | Curacao      | ..... | 2-5400       |
| San Juan-Condado<br>and<br>Panama                                    | ..... | New York     | ..... | 212/279-5580 |
| Grand Cayman                                                         | ..... | Dallas       | ..... | 214/350-6788 |
| Ponce, Puerto Rico                                                   | ..... | Miami        | ..... | 305/592-8175 |
| Antigua, Barbados, Grenada,<br>St. Lucia, Trinidad and<br>Guadeloupe | ..... | Miami        | ..... | 305/592-8175 |
| Bermuda                                                              | ..... | New York     | ..... | 212/947-1420 |
| St. Thomas                                                           | ..... | Toronto      | ..... | 416/678-2030 |
|                                                                      |       | Boston       | ..... | 617/742-7630 |
|                                                                      |       | New York     | ..... | 212/695-5347 |
|                                                                      |       | Roanoke, Va. | ..... | 703/345-9856 |

Or for reservations only, call our Group Sales Desk at this toll free number: 800-238-5510.

You can make one phone call to any Eastern Airlines Reservations Office and they will put the best available airfare and the Island Rendezvous Package together and handle all of the reservations. When you call Eastern, ask for their Group and Meeting Planners' Desk.

# A plan for all SEASONS At Holiday Inn Resorts.



Nightclubs sizzling with island entertainment



Most challenging courses  
in the Caribbean



Sunny days are meant for sharing



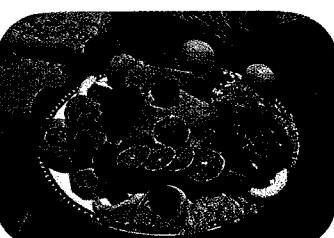
Fighting the big ones  
is half the fun



Native crafts, many bargains



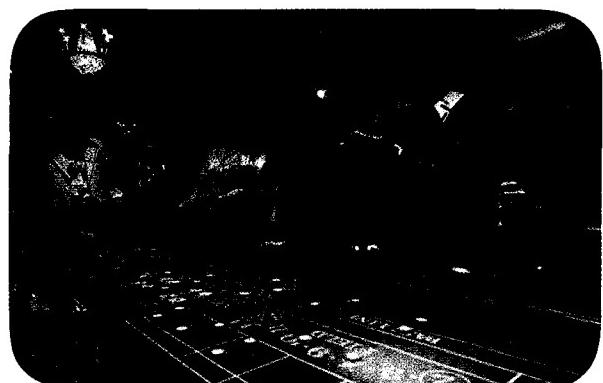
Tennis anyone? Yes!



Dine on tropical delicacies



Scuba in an  
underwater wonderland



Casinos where excitement is a sure thing



Thrill to an exotic fire dance

# Holiday Inn Resorts. The Complete Caribbean



**Reservations:** Reservations for this package may be secured by a deposit in the amount of one night's accommodations, per person; at the time of confirmation. Full payment is required 14 days prior to arrival of group.

**Responsibility:** Holiday Inn, Inc., its affiliates, associates and franchisees and/or any travel or booking agents, assume no responsibility for loss, damage or injury to person, property or otherwise resulting, directly or indirectly, from acts of God, dangers incident to the sea, fire, breakdown of machinery, or equipment, acts of government or other authorities, de jure or de facto, wars, whether declared or not, hostilities, civil disturbances, strikes, riots, thefts, pilferage, epidemics, quarantines, customs regulations, delays or cancellations of or changes in itinerary or schedules, or from the acts or omissions of any other persons, including, but not limited to, owners and contractors who furnish accommodations and services of any nature or transportation of any kind or from any cause or causes beyond the control of Holiday Inns, Inc., its affiliates, associates, and franchisees and/or travel or booking agent, or from improper or insufficient passports, visas or other documents, and neither Holiday Inns, Inc., its affiliates, associates and franchisees nor any travel or booking agent shall be liable or responsible for any additional expense or liability sustained or incurred by Purchaser and/or Passenger as a result of any of the foregoing occurrences or conditions. The airlines concerned are not to be held responsible for any act, omission or event during the time passengers are not aboard their aircraft. The passage contract in use by the airlines, when issued, shall constitute the sole contract between the airline and the purchaser of the tour and/or the passenger.

Any IATA/ATC carriers may be used in conjunction with this tour.

**Note:** Travel agent commissions paid only on basic package and meal plan. Additional features that may be added are priced net—non-commissionable.

 **EASTERN**  
THE WINGS OF MAN

**Holiday Inns**  
Caribbean. Bahamas. Bermuda.





# 1977 Buyer's Guide and Service Directory

- Apparel
- Equipment
- Facilities
- Hotels and Resorts
- Merchandise
- Prizes and Trophies
- Professional Services
- Sporting Goods
- Theme Parks
- Travel Services

This year's Buyer's Guide is so full that we've exceeded the numbers on the regular Reader Service Card. If you would like information about one of the listings here with a number higher than 205, just write the number on your Reader Service Card and send it to us, as usual.

# VARIED GOODS AND SERVICES

## Arts & Crafts/ Hobbies & Games

### EAGLE CERAMICS, INC.

12264 Wilkins Ave.  
Rockville, Md. 20852  
Phone (301) 881-2255

Lee Shanker Eagle  
President

CIRCLE READER SERVICE CARD NO. 207

Ad appears  
on page 17

### NASCO

901 Janesville Ave.  
Ft. Atkinson, Wis. 53538  
Phone (414) 563-2446

Thomas Meyer  
Director of Creative Ed.  
CIRCLE READER SERVICE CARD NO. 190

### U.S. CHESS FEDERATION

186 Rt. 9W  
New Windsor, N.Y. 12550  
Phone (914) 562-8350  
Margaret M. Schwab  
Admin. Director

Membership organization to promote chess.  
Publishes monthly magazine and has catalog  
of chess books and equipment. Write for  
further information

CIRCLE READER SERVICE CARD NO. 1

## Entertainment

### FILM FORUM, INC.

Suite 1318  
203 N. Wabash Ave.  
Chicago, Ill. 60601  
Phone (312) 236-0066  
Nancy Rose  
President

Film, theatre, outings, live entertainment at its  
best. We can book your group into the most  
exciting, unusual events in Chicago. Group  
discounts and advance notices are our spe-  
cialties.

CIRCLE READER SERVICE CARD NO. 2

### MADISON SQUARE GARDEN

4 Pennsylvania Plaza  
New York, N.Y. 10001

Phone (212) 563-8080  
Carol T. Herold  
Director of Group Sales  
Sports and Entertainment Center  
CIRCLE READER SERVICE CARD NO. 3

## Facility Planners/ Professional Services

### KOTZ AND SCHNEIDER

Land & Recreation Planning & Design  
One Mony Plaza  
Syracuse, N.Y. 13202  
Phone (315) 475-4157

Anthony W. Kotz

Site selection, analysis, feasibility studies,  
master planning, design of recreational facili-  
ties, and consultation.

CIRCLE READER SERVICE CARD NO. 235

Ad appears  
on page 96

### U.S. TENNIS COURT & TRACK BUILDERS ASSN.

201 Waukegan Rd.  
Glenview, Ill. 60025  
Phone (312)  
Carl Wangman

CIRCLE READER SERVICE CARD NO. 220

Ad appears  
on page 100

## Film Rentals

### CLEM WILLIAMS FILMS, INC.

2240 Noblestown Rd.  
Pittsburgh, Pa. 15205  
Phone (412) 921-5810  
Ronald G. Williams  
Exec. Vice President

Rental of 16mm movies. Outstanding collec-  
tion of children's films from Walt Disney,  
Warner Bros., Universal, Columbia. Such titles  
as "Snoopy Come Home," "Huckleberry  
Finn," "Chitty Chitty Bang Bang," "Salty," etc.  
CIRCLE READER SERVICE CARD NO. 7

### FILMS INCORPORATED

1144 Wilmette Ave.  
Wilmette, Ill. 60091  
Phone (312) 256-4730  
Lee Nidetz  
Film Programmer

Over 4,000 great Hollywood 16mm films for  
you to rent. Everything from the "Sunshine  
Boys" and "That's Entertainment — Parts 1 and  
2" to "King Kong" and all of Walt Disney. 30%  
discount to NIRA members.

CIRCLE READER SERVICE CARD NO. 8

## **SWANK MOTION PICTURES**

**201 S. Jefferson Ave.**

**St. Louis, Mo. 63166**

**Phone (314) 534-6300**

**Fred T. Mirick**

**Director of Marketing**

**Outstanding library of 16mm feature films and short movies. Many of the latest theatrical releases as well as classic movies. Experienced with employee recreation programs. Eight offices nationally. Free catalog.**

**CIRCLE READER SERVICE CARD NO. 4**

## **UNIVERSAL/16**

**445 Park Ave.**

**New York, N.Y. 10022**

**Phone (212) 759-7500**

**Charles McGratty**

**Sales Manager**

**Non-Theatrical rental of outstanding 16mm feature films from Universal Studios, producer of such great hits as "Hindenburg," "Family Plot," "Midway," "Gable and Lombard," and hundreds more.**

**CIRCLE READER SERVICE CARD NO. 9**

## **WARNER BROS. INC.**

**4000 Warner Blvd.**

**Burbank, Calif. 91522**

**Phone (213) 841-1500**

**Scott Lane**

**Director, Industry Entertainment Program**

**Rental of current films in 16mm and 35mm; classics and cartoon packages also available.**

**"The official film program of the National Industrial Recreation Association."**

**CIRCLE READER SERVICE CARD NO. 199**

*Ad appears  
on page 1*

## **Food/Vending**

### **KENTUCKY FRIED CHICKEN CATERING**

**P.O. Box 13331**

**Louisville, Ky. 40213**

**Phone (203) 459-8600**

**Carol Ray**

**National Catering Director**

**CIRCLE READER SERVICE CARD NO. 226**

### **FUN GUIDES, INC.**

**919 N. Michigan Ave.**

**Chicago, Ill. 60611**

**Phone (312) 440-1881**

## **Harold M. Gross**

**President**

**Employees can enjoy a 30% discount at a wide range of leading restaurants in New York, Chicago and San Francisco. On-location or mail-order plans available. A must for any employee benefit program.**

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**Rt. 7**

**Ridgefield, Conn. 06877**

**Phone (203) 243-1324**

**Eliot Morrison**

**CIRCLE READER SERVICE CARD NO. 11**

### **CHAMPION PRODUCTS, INC.**

**3141 Monroe Ave.**

**Rochester, N.Y. 14603**

**Phone (716) 385-3200**

**Eastern: P.O. Box 87**

**Perry, N.Y. 14530**

**Phone (716) 237-6111**

**Central: 527 S. Roosevelt Ave.**

**Burlington, Iowa 52061**

**Phone (319) 754-4621**

**Western: 2160 N.W. Vine St.**

**Grants Pass, Ore. 97526**

**Phone (503) 479-5371**

**Craig Leach**

**Ad. Manager**

**Buy direct from the manufacturer and save. We have a full line of athletic and recreational sportswear suited for your store. We also have a local salesman who's in your backyard.**

**CIRCLE READER SERVICE CARD NO. 12**

### **D&S PRODUCTS, INC.**

**71 Fifth Ave.**

**New York, N.Y. 07733**

**Phone (800) 221-7195**

**Stanley Dershowitz**

**Vice President**

**"A gem of a program." Fine jewelry available to your employees at wholesale cost. Color catalogs free.**

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*Ad appears  
on page 25*

**ENCYCLOPEDIA BRITANNICA**

P.O. Box 232  
Fort Lee, N.J. 07824  
Phone (201) 224-5200  
Frank E. Holmes, Jr.  
Exec. Vice President  
CIRCLE READER SERVICE CARD NO. 14

**9200 FILMS/GENERAL MILLS**

P.O. Box 1113  
Minneapolis, Minn. 55440  
Phone (612) 540-3805  
Kurt K. Steensland  
Business Supervisor  
CIRCLE READER SERVICE CARD NO. 225

**GROLIER INTERSTATE, INC.**

Business and Professional Division  
5 Corporate Park Dr.  
White Plains, N.Y. 10604  
Phone (914) 694-1666  
Ernest Donadid  
Vice President

Since 1895. One of the world's largest publishers of reading reference and educational materials, now available to member companies' employees at substantial savings.  
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**HICKORY FARMS OF OHIO**

1021 N. Reynolds Rd.  
Toledo, Ohio 43615  
Phone (419) 535-1491  
Faye Potts  
Special Program Coordinator  
CIRCLE READER SERVICE CARD NO. 138

**INDUSTRIAL FOTO**

15634 E. Yellowstone Lane  
La Mirada, Calif. 90638  
Phone (213) 697-0433  
L. H. "Pete" Folliott  
President  
Industrial Foto offers a full line of photo services brought directly into your plant for employee convenience. Our photo representative will handle film and processing sales at big savings.  
CIRCLE READER SERVICE CARD NO. 16

**NEW ENGLAND ART PUBLISHERS, INC.**

10 Railroad St.  
North Abington, Mass. 02351  
Phone (617) 878-5152  
James J. Harkins  
Sales Manager

The world's most beautiful personalized Christmas cards of the highest quality and designs. "Designed for particular people." Serving recreation and employee clubs for over 25 years. Guaranteed programs.  
CIRCLE READER SERVICE CARD NO. 17

**OLIVETTI CORPORATION**

500 Park Ave.  
New York, N.Y. 10022  
Phone (212) 371-5500  
Ms. Marion Baker  
National Sales Manager  
CIRCLE READER SERVICE CARD NO. 18

**PANEL PRINTS, INC.**

1001 Moosic Rd.  
Old Forge, Penn. 18518  
Phone (717) 457-8334  
Howard Holt  
Director/Promotional Products  
Printed Textile Products . . . full-color, wash and wear, non-fade T-shirts, fabric posters . . . scarfs . . . "iron-on" patches . . . giant wall-hangers . . . sport hats . . . tote-bags . . . tapestries . . . tablecloths . . . tube tops.  
CIRCLE READER SERVICE CARD NO. 19

**READER'S DIGEST**

Special Marketing & Group Sales  
Pleasantville, N.Y. 10570  
Phone (914) 769-7000  
Burton Albert, Jr.  
Director of Group Sales  
CIRCLE READER SERVICE CARD NO. 20

**REVLON, INC.**

767 Fifth Ave.  
New York, N.Y. 10022  
Phone (212) 758-5000  
Stephen B. Parkoff  
Director, Special Products Marketing  
CIRCLE READER SERVICE CARD NO. 21

**SHANKER INDUSTRIES, INC.**

1640 Superior Ave.  
Cleveland, Ohio 44114  
Phone (216) 241-3817

Howard Shanker  
Vice President

Christmas toys for children's parties; incentive  
gifts; picnic gifts.

CIRCLE READER SERVICE CARD NO. 201

Ad appears  
on page 5

Phone (312) 463-6010

James A. Muehlenbein  
Vice President

Our total program for fitness & health incorporates the Exer-cor, an aerobic exerciser, to provide a step-by-step program tailor made for your age, sex and physical condition.

CIRCLE READER SERVICE CARD NO. 222

**TECHNICOLOR, INC.**

6311 Romaine St.  
Hollywood, Calif. 90038  
Phone (213) 843-7400  
Lee Coscino  
Director, C.C.C. Program

CIRCLE READER SERVICE CARD NO. 23

**Physical Fitness**

**ANACO, INC.**  
329 Curtis Ave.  
Ironton, Minn. 56455  
Phone (218) 546-5111  
L. L. Palmer  
Director of Sales

Relax-Aire Whirlpool baths offer a choice of 4 models: Turbo-Tank, RPT 3037, List \$495. Plus the Sports Traveler (The Athlete's Companion), and 2 home models — all under \$170. Anaco, Inc. Ironton, Minn. 56455 (218) 546-5111.

CIRCLE READER SERVICE CARD NO. 24

**EXERCYCLE CORPORATION**

2074 Park St.  
Hartford, Conn. 06106  
Phone (203) 236-0611  
Milton D. Martyny  
Exec. Vice President

Manufacturer of the Exercycle, an exerciser with a seat, handlebars and pedals that move simultaneously in a constantly changing pattern of movement. Available in 4 models and 2 colors.

CIRCLE READER SERVICE CARD NO. 25

**HEALTH & EDUCATION SERVICES CORP.**

2442 Irving Park Rd.  
Chicago, Ill. 60618

**MacLEVY-HELO**

Sauna, Exercise Equipment  
92-21 Corona Ave.  
Elmhurst, N.Y. 11373  
Phone collect (212) 592-6550  
toll free (800) 221-0277

Monty MacLevy  
President

Helo sauna rooms and heaters, steam generators, fitness and gym equipment. Whirlpool, sun lamps, lockers and accessories. Customers include industry, YMCA's, health clubs, U.S. government.

CIRCLE READER SERVICE CARD NO. 214

Ad appears  
on page 18

**MARCY GYMNASIUM EQUIPMENT COMPANY**

1736 Standard Ave.  
Glendale, Calif. 91201  
Phone (213) 247-6611  
Cathy Allopenna  
Administrative Assistant  
Physical fitness equipment manufacturer

CIRCLE READER SERVICE CARD NO. 28

**PROFESSIONAL GYM, INC.**

P.O. Box 188  
Marshall, Mo. 65340  
Phone (816) 886-3041 and 3042 or 8302  
Warren Dew  
Vice President

Manufacturers of multi-station weight training and exercise machines and other exercise equipment. Consultant and designer of physical fitness facilities and conductor of fitness programs. Casual footwear and baseball bases also.

CIRCLE READER SERVICE CARD NO. 29

### **UNIVERSAL GYM EQUIPMENT**

**17352 Von Karman Ave.  
Irvine, Calif. 92714  
Phone (714) 751-2820**

**B. Altman  
Account Supervisor  
Seideman & Moiselle  
Advertising Agency for Universal Gym  
Equipment**

**The world's largest manufacturer of physical conditioning systems. Weight resistive individual and multiple position exercise machines, designed to accomodate more people in less space and less time.**

**CIRCLE READER SERVICE CARD NO. 30**

### **VIKING SAUNA COMPANY**

**909 Park Ave.  
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Phone (408) 294-4311  
Margareta Smith  
Administrative Assistant**

**World's largest sauna manufacturer. Offers a complete line of pre-built and customized sauna rooms, heaters, and controls including the only solid state control system available in the sauna market today.**

**CIRCLE READER SERVICE CARD NO. 70**

### **Prizes/Trophies/Gifts**

#### **EDWIN W. LANE COMPANY**

**32 W. Randolph St.  
Chicago, Ill. 60601  
Phone (312) 782-2317  
Don Thompson  
General Manager**

**CIRCLE READER SERVICE CARD NO. 191**

### **THE HAMILTON MINT**

**40 E. University Dr.  
Arlington Heights, Ill. 60004  
Phone (312) 398-2440**

**R. E. Rayonas  
Exec. Vice President**

**A full service "mint". Design, art sculpture, striking, and packaging. A complete line of collectable commemoratives.**

**CIRCLE READER SERVICE CARD NO. 31**

### **S. A. PECK & COMPANY**

**55 E. Washington  
Chicago, Ill. 60466  
Phone (312) 372-0300  
Dorothy Robinson**

**A wonderful place to spend money! Fine jewelry, watches, silver and gift items at up to 50% off retail. Ask for the beautiful 52-page catalog.**

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### **Recreation Apparel**

#### **CHAMPION PRODUCTS**

**3141 Monroe Ave.**

**Rochester, N.Y. 14603**

**Eastern:** P.O. Box 87  
Perry, N.Y. 14530  
**Phone (716) 237-6111**  
**Central:** 527 S. Roosevelt Ave.  
Burlington, Iowa 52061  
**Phone (319) 754-4621**  
**Western:** 2160 N.W. Vine St.  
Grants Pass, Oregon 97526  
**Phone (503) 479-5371**

**Craig Leach**

**Ad. Manager**

**Champion Products has been a leading manufacturer of recreational sportswear for 50 years. We feel we know what fits well, looks good, feels right and lasts. Buy direct from the manufacturer.**

**CIRCLE READER SERVICE CARD NO. 33**

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Glencoe, Ill. 60022  
Phone (312) 835-3806  
Jules Soll  
Sales Manager**

**Jackets for work-a-day or play. Bowling or softball teams. Pride of company affiliation. Company names printed or logos used. 100% nylon oxford weave construction — lined or unlined.**

**CIRCLE READER SERVICE CARD NO. 34**

### **HORIZON SPORTSWEAR, INC.**

**One Ajax Dr.  
Madison Heights, Mich. 48071  
Phone (313) 583-9141**

**Harold Schmidt  
Vice President, Sales & Marketing**

**CIRCLE READER SERVICE CARD NO. 35**

**KING LOUIE INTERNATIONAL, INC.**  
311 West 72nd St.  
Kansas City, Mo. 64114  
Phone (816) 363-5212  
Michael Milens  
Exec. Vice President

Largest manufacturer of bowling shirts and blouses. Award blazers and Pro-fit nylon jackets for all sports. All products available with company identification.

CIRCLE READER SERVICE CARD NO. 36

Ad appears  
on page 6

## Recreation Equipment

### CALIFORNIA PRODUCTS CORPORATION

169 Waverly St.  
Cambridge, Mass. 02139  
Phone (617) 547-5300  
Don Signer  
Director of Marketing

The Plexipave and Plexicushion Systems for surfacing and resurfacing asphalt and concrete tennis courts. Plexipave is a 100% acrylic, color-in-depth surface; Plexicushion is a multiple coat, rubber-fortified, resilient coating system.

CIRCLE READER SERVICE CARD NO. 37

### FLEXI-DYNE, INC.

Graham Home Place Rd.  
South Pittsburg, Tenn. 37380  
Phone (615) 837-8537  
R. Boggild  
President

Flexi-Pole® — Flexible fiberglass pole offers a new concept in recreation. For fun or serious exercise. For all ages — from 50 to 200 pounds weight.

CIRCLE READER SERVICE CARD NO. 38

### LEISURE SPORTS SYSTEM

322 Barnes Dr.  
Garland, Texas 75042  
Phone (214) 494-1481  
Jerry Monday  
Vice President  
Coin soccer games. Home model soccer games. Backgammon tables.

CIRCLE READER SERVICE CARD NO. 39

### MacLEVY-HELO

Sauna, Exercise Equipment  
92-21 Corona Ave.  
Elmhurst, N.Y. 11373  
Phone collect (212) 592-6550  
toll free (800) 221-0277

Monty MacLevy  
President

Helo sauna rooms and heaters, steam generators, fitness and gym equipment. Whirlpool, sun lamps, lockers and accessories. Customers include industry, YMCA's, health clubs, U.S. government.

CIRCLE READER SERVICE CARD NO. 214

Ad appears  
on page 28

### MEDALIST INDUSTRIES

735 N. Fifth St.  
Milwaukee, Wis. 53203  
Phone (414) 271-8186  
Jerry Savio  
Vice President, Corporate Sales

CIRCLE READER SERVICE CARD NO. 41

### MICHIGAN EMERGENCY EQUIPMENT COMPANY

20749 Fenkel Ave.  
Detroit, Mich. 48221  
Phone (313) 533-2090  
Charles Hannick

CIRCLE READER SERVICE CARD 193

### MOON INDUSTRIES, INC.

P.O. Box 273  
16246 School St.  
South Holland, Ill. 60473  
Phone (312) 596-3838  
Paul Moon  
President

CIRCLE READER SERVICE CARD NO. 42

### PORT-A-COURT

P.O. Box 35161  
Los Angeles, Calif. 90035  
Phone (213) 277-6111  
Morrie Hodes  
President

CIRCLE READER SERVICE CARD NO. 43

**RECREATION EQUIPMENT CORPORATION**

P.O. Box #2188NIRA

Anderson, Ind. 46011

Phone (317) 643-5315

John D. Nash

Sales Manager

Playground equipment, swimming pool deck equipment, basketball & baseball backstops, tennis & volleyball nets and posts, shuffleboard equipment.

CIRCLE READER SERVICE CARD NO. 44

**TROJAN PLAYGROUND EQUIPMENT  
MANUFACTURING COMPANY**

11-2nd Ave N.E.

St. Cloud, Minn. 56301

Phone (612) 251-3080

Wm. F. Van Diest

President

Heavy-duty playground equipment, outdoor basketball units, softball and baseball backstops, picnic tables, park grills, benches, bicycle racks, soccer goals. Catalog available upon request

CIRCLE READER SERVICE CARD NO. 45

**Trade Associations****AMATEUR SOFTBALL ASSOCIATION  
OF AMERICA**

2801 N.E. 50th

P.O. Box 11437

Oklahoma City, Okla. 73111

Phone (405) 424-5266

Don E. Porter

CIRCLE READER SERVICE CARD NO. 46

**ATHLETIC INSTITUTE**

200 Cottonwood Dr.

North Palm Beach, Fla.

Phone (305) 967-9395

Robert M. Campbell

Director of Marketing

Recreational program educational books and do-it-yourself sound and silent 8mm and 16mm motion pictures. A complete library of essential authoritative information and facilities planning guides. Free catalogues.

CIRCLE READER SERVICE CARD NO. 47

**BOWLING PROPRIETORS ASSOCIATION  
OF AMERICA**

P.O. Box 5802

Arlington, Texas 76011

Phone (817) 460-2121

Vladimir A. Wapensky

Exec. Director

CIRCLE READER SERVICE CARD NO. 48

**DISCOVER AMERICA  
TRAVEL ORGANIZATION, INC.**

1100 Connecticut Ave.

Washington, D.C. 20056

Phone (202) 293-1433

William D. Toohy

President

CIRCLE READER SERVICE CARD NO. 49

**GOLF DIGEST, INC.**

495 Westport Ave.

Norwalk, Conn. 06856

Phone (203) 847-5811

Alan M. Deyoe, Jr.

Vice President

CIRCLE READER SERVICE CARD NO. 50

**HOBBY INDUSTRY OF AMERICA**

200 Fifth Ave., Suite 1101

New York, N.Y. 10010

Phone (212) 924-4262

Walter W. Caddell

Exec. Director

CIRCLE READER SERVICE CARD NO. 51

**NATIONAL RETIREMENT COUNCIL**

527 Madison Ave.

New York, N.Y. 10022

Phone (212) 759-8476

Sam E. Stone

The National Retirement Council is the official sponsor of the "How, When and Where to Retire Show" to be held on Oct. 26-30, 1977 at Chicago's McCormick Place.

CIRCLE READER SERVICE CARD NO. 6

**NATIONAL RIFLE ASSOCIATION**

1600 Rhode Island Ave., N.W.

Washington, D.C. 20036

Phone (202) 783-6505

C.E. Giese

CIRCLE READER SERVICE CARD NO. 53

**NATIONAL SHOOTING SPORTS  
FOUNDATION, INC.**

1075 Post Rd.

Riverside, Conn. 06878

Phone (203) 637-3618

A.H. Rohlfing

Exec. Director

CIRCLE READER SERVICE CARD NO. 54

**NATIONAL SPORTING GOODS ASSN.**

717 N. Michigan Ave.

Chicago, Ill. 60611

Phone (312) 944-0205

G. Marvin Shutt

Executive Director

CIRCLE READER SERVICE CARD NO. 195

# SPORTING GOODS

## Baseball/Softball

### CHAMPION PRODUCTS

3141 Monroe Ave.

Rochester, N.Y. 14603

Phone (716) 385-3200

Eastern: P.O. Box 87

Perry, N.Y. 14530

Phone (716) 237-6111

Central: 527 S. Roosevelt Ave.

Burlington, Iowa 52061

Phone (319) 754-4621

Western: 2160 N.W. Vine St.

Grants Pass, Ore. 97526

Phone (503) 479-5371

Craig Leach

Ad. Manager

Practice or game, we have a full line of clothing that should suit your every need. Our game uniforms are made to your specifications. Buy direct and save.

CIRCLE READER SERVICE CARD NO. 56

### CURLEY-BATES COMPANY

860 Stanton Rd.

Burlingame, Calif. 94010

Phone (415) 697-6420

John Lafferty

National Sales Manager

Easton baseball and softball bats, Mizuno ball gloves, Harwood balls. Kawasaki packets, tennis clothing and accessories, Gold Medal nets. Grenoble soccer clothes, Briane balls. Harvard table tennis.

CIRCLE READER SERVICE CARD NO. 57

### HARWOOD AND SONS, INC.

1567 Forrest Ave.,

LaGrange, Ga. 30240

Phone (404) 884-2616

R.E. Coate

National Sales Manager

A tough ball that takes rough field use. Highly compressed cork center, wound with cotton and rubber covered. Waterproof and scuff-proof. Official size and weight.

CIRCLE READER SERVICE CARD NO. 216

Ad appears  
on page 11

### J. deBEER & SON, INC.

P.O. Box 11-570

Albany, N.Y. 12211

Phone (518) 438-7871

Frederick S. deBeer, Jr.

Secretary/Treasurer

Manufacturer of complete line of baseballs and softballs.

CIRCLE READER SERVICE CARD NO. 59

## Basketball

### CHAMPION PRODUCTS, INC.

3141 Monroe Ave.

Rochester, N.Y. 14603

Phone (716) 385-3200

Eastern: P.O. Box 87

Perry, N.Y. 14530

Phone (716) 237-6111

Central: 527 S. Roosevelt Ave.,

Burlington, Iowa 52061

Phone (319) 754-4621

Western: 2160 N.W. Vine St.

Grants Pass, Ore. 97526

Phone (503) 479-5371

Craig Leach

Ad. Manager

Practice or game, we have a full line of clothing that should suit your every need. Our game uniforms are made to your specification. Buy direct and save.

CIRCLE READER SERVICE CARD NO. 60

### SEAMCO SPORTING GOODS COMPANY

1567 Forrest Ave.

LaGrange, Ga. 30240

Phone (800) 241-8111

R.E. Coate

National Sales Manager

Top quality #580 basketball approved for tournaments by A.A.U., N.C.A.A. and N.F.S.H.S.A.A. Molded bladder with Kantleek valve. Triple nylon-wound. Cover has deep pebble grain finish.

Ad appears  
on page 11

CIRCLE READER SERVICE CARD NO. 217

## Bowling

### AMERICAN BOWLING CONGRESS

5301 South 76th St.  
Greendale, Wis. 53129  
Phone (414) 421-6400  
John C. Hilbert  
Office Manager

National male membership organization serving over 4 1/2 million bowlers. Featuring rules counseling (leagues, tournaments), equipment testing facility, bond and awards programs, national publication, film library, Hall of Fame/museum.

CIRCLE READER SERVICE CARD NO. 62

### AMF BOWLING PRODUCTS

Jericho Turnpike  
Westbury, N.Y. 11590  
Phone (516) 333-6900  
Al Spanjer  
Director, Advertising & Promotion  
Bowling equipment, supplies & accessories.  
New in 1977 AMF MagicScore automatic  
scorer.

CIRCLE READER SERVICE CARD NO. 63

## Golf

### LOMMA ENTERPRISES, INC.

Lomma Building  
1120 S. Washington Ave.  
Scranton, Pa. 18501  
Phone (717) 346-5559  
J.J. Lomma  
Advertising Manager  
Miniature golf courses. Earn \$18,000-\$25,000.  
Installed indoors or outdoors. No more  
seasons. Priced at \$9,900. Excellent financing.  
Lomma Enterprises, Inc., Scranton, Pa. 18501  
Tel. (717) 346-5559  
CIRCLE READER SERVICE CARD NO. 64

### LOMMA ENTERPRISES, INC.

1120 S. Washington Ave.  
Scranton, Pa. 18505  
Phone (717) 346-5559

### J.C. Rogari

Vice President/Marketing

Lomma Championship golf courses located  
outdoors or indoors. Excellent financing ar-  
ranged. Easily-operated and fun for all ages &  
initially maintenance-free. Excellent fund-  
raiser and/or money maker.

CIRCLE READER SERVICE CARD NO. 64

## Shooting Sports

### CASWELL EQUIPMENT COMPANY, INC.

1221 Marshall St., N.E.  
Minneapolis, Minn. 55413  
Phone (612) 333-1511

Ted Busch  
Vice President, Sales

Complete line of indoor and outdoor shooting  
ranges for recreation and security guard train-  
ing. Includes: bullet traps, target systems,  
shooting stalls, lightning, ventilation, com-  
munications and noise control. Since 1926.

CIRCLE READER SERVICE CARD NO. 65

### DAISEY DIVISION, VICTOR COMPTOMETER CORPORATION

P.O. Box 220  
Rogers, Ariz. 72756  
Phone (510) 636-1200  
Jane Williams  
Advertising Manager

Daisey/Feinwerkbau precision air rifles, air  
pistols. Power Line pellet air rifles. New 10-  
meter air rifle running boar target game. Write  
Training Services, Daisey, Box 220, Rogers,  
Ariz. 72756.

CIRCLE READER SERVICE CARD NO. 66

### REMINGTON ARMS COMPANY, INC.

9210 Wyoming Place, Suite #2  
Kansas City, Mo. 64114  
Phone (816) 333-1102  
David L. Chamberlain  
Shooting Promotion Specialist

Assistance in establishing employee recrea-  
tional sport shooting, range plans, how and  
where to buy equipment, contacts with other  
corporations who offer shooting recreation.

CIRCLE READER SERVICE CARD NO. 67

## Tennis

### FLOOR TENNIS COMPANY

2030 Morse Ave.  
Chicago, Ill. 60645  
Phone (312) 743-8882  
Noel Smith  
President

Floor Tennis — A unique combination of tennis and table tennis. Develops fitness and coordination but requires no special ability. Sturdy easy-to-assemble movable equipment. Simple rules. Adapted to small area (15'x30')  
CIRCLE READER SERVICE CARD NO. 68

## Miscellaneous

### RAWLINGS SPORTING GOODS COMPANY

A Division of A-T-O Inc.  
2300 Delmar Blvd.  
St. Louis, Mo. 63166  
Phone (314) 241-2900  
Gary M. Graham  
Director of Marketing

A complete line of sports equipment and clothing for baseball, softball, football basketball, hockey, and soccer, plus track and lacrosse clothing. Tennis rackets and equipment, racketball rackets, volleyballs.  
CIRCLE READER SERVICE CARD NO. 69

## TRAVEL SERVICES

### Airlines/Scheduled

**AIR FRANCE**  
1350 Avenue of the Americas  
New York, N.Y. 10019  
Phone (212) 758-6300  
Edda Dreon  
CIRCLE READER SERVICE CARD NO. 71

**AIR JAMAICA, LTD.**  
19 East 49th St.  
New York, N.Y. 10017  
Phone (212) 688-1212  
Dennis C. Buckley  
Sales Development Manager

The airline that makes you and your employees feel good all over. Special group fares available from New York, Miami, Philadelphia, Toronto, and from Chicago to both Jamaica and Nassau.  
CIRCLE READER SERVICE CARD NO. 72

**AMERICAN AIRLINES, INC.**  
10 S. LaSalle St.  
Chicago, Ill. 60603  
Phone (312) 630-7830  
Robert Skinner  
Manager, Convention & Sales  
CIRCLE READER SERVICE CARD NO. 73

**EASTERN AIRLINES**  
International Airport  
Miami, Fla. 33148  
Phone (305) 873-2750  
Curt Small  
National Manager, Group & Convention Sales  
CIRCLE READER SERVICE CARD NO. 74

**FRONTIER AIRLINES**  
8250 Smith Rd.  
Denver, Col. 80207  
Phone (800) 525-1138  
Clay R. Blaylock  
Manager, Comm. Mkt. Planning  
Frontier, your "recreation excitement" airline, helps you to escape to the great outdoors; national parks, dude ranches, Las Vegas, skiing, river rafting, golfing or just relaxing. Group discounts for 10 or more.  
CIRCLE READER SERVICE CARD NO. 206

Ad appears  
on page 7

**JAPAN AIR LINES**  
655 Fifth Ave.  
New York, N.Y. 10022  
Phone (212) 758-8850  
Jim McNabb  
Convention Incentive Sales Manager  
CIRCLE READER SERVICE CARD NO. 76

## Car Rentals/Bus Lines

**COACH TRAVEL UNLIMITED**  
9001 W. 79th Place  
Justice, Ill. 60458  
Phone (312) 458-5150  
Adam Milewski  
President  
CIRCLE READER SERVICE CARD NO. 77

## NATIONAL CAR RENTAL

5501 Green Valley Dr.  
Minneapolis, Minn. 55437  
Phone (612) 830-2589 collect  
(800) 328-4740, ext. 2589  
Wayne Herberger  
Manager, Group & Convention Sales  
National Car Rental—Car and truck leasing.  
"Transportation for all occasions"  
CIRCLE READER SERVICE CARD NO. 78

## WESLOS RECREATIONS

1069 E. Monte Vista Ave.  
Vacaville, Calif. 95688  
Phone (707) 448-1075  
C. Wes Simmons  
President  
Recreational vehicle rentals to flying tourists.  
Units are fully outfitted with cooking, eating  
and sleeping equipment. Service to San Francisco  
and Sacramento airports.  
CIRCLE READER SERVICE CARD NO. 79

## Cruise/Ship Lines

**ALASKA CRUISE LINES**  
80 E. Jackson Blvd.  
Chicago, Ill. 60604  
Phone (312) 372-3905  
Weekly cruise service from U.S. & Canadian  
West Coast ports late spring through early fall  
to the "Last Great American Frontier."  
CIRCLE READER SERVICE CARD NO. 80

**"THE CLIPPER LINE"**  
Great Lakes Transit Company  
224 S. Michigan Ave.  
Chicago, Ill. 60604  
Phone (312) 372-3905  
M.B. Sutton  
Vice President, Passenger Traffic

Lake Michigan excursion luxury liner service  
May-Sept. from Navy Pier. Dining, dancing,  
cocktails and entertainment. Capacity over  
1,000 passengers. We also represent most  
cruise lines worldwide. When you think of  
ship travel, think of us for all the arrangements.

CIRCLE READER SERVICE CARD NO. 81

## COMMODORE CRUISE LINE

1015 North American Way  
Miami, Fla. 33132  
Phone (305) 358-2622 local Fla.  
(800) 432-6793

David Y. Levene  
General Sales Manager

Cruises to the Caribbean on either our M/S  
Boheme—7-day itinerary Miami-Puerto Plata,  
St. Thomas, San Juan, Cap Haitien-Miami  
(Year Round); or our M/S Carice—7 days from  
Miami-Montego Bay, Port-au-Prince, Puerto  
Plata, Freeport-Miami (Nov. thru April only).

## CUNARD LINE LIMITED

555 Fifth Ave.  
New York, N.Y. 10017  
Phone (212) 983-2541  
James R. Sullivan  
Vice President, Sales & Marketing  
CIRCLE READER SERVICE CARD NO. 82

## EASTERN STEAMSHIP LINES

P.O. Box 010882  
Miami, Fla. 33101  
Phone (305) 373-7501  
Bernard Chabot  
Director of Sales  
CIRCLE READER SERVICE CARD NO. 200

Ad appears  
on page 5

## HOME LINES AGENCY, INC.

One World Trade Center, Suite 3969  
New York, N.Y. 10048  
Phone (212) 432-1414  
Seven-day sailing from New York Spring thru  
Autumn: 39,241-ton OCEANIC to Nassau,  
also to Nassau and Bermuda; 25,300-ton  
DORIC to Bermuda. Caribbean winter cruises:  
OCEANIC from New York, DORIC from  
Florida.

CIRCLE READER SERVICE CARD NO. 211

Ad appears  
on page 24

### NORWEGIAN CARIBBEAN LINES

100 N. Biscayne Blvd.

Miami, Fla. 33132

Phone (800) 327-9020

Michael Applebaum

CIRCLE READER SERVICE CARD NO. 227

### PRINCE OF FUNDY CRUISES

P.O. Box 4216, Station A

Portland, Maine 04111

Phone (207) 775-5611

Richard Friberg

Director of Marketing

Ocean cruises from Portland, Maine to Yarmouth, Nova Scotia aboard the beautiful M/S Caribe, registered in West Germany. Vacation packages from one to six days. Full cruise ship amenities plus casino. Free color brochure.  
CIRCLE READER SERVICE CARD NO. 85

### Foreign Tourist Bureaus

#### AUSTRIAN NATIONAL TOURIST OFFICE

545 Fifth Ave,

New York, N.Y. 10017

Phone (212) 697-0651

Walter Czerny

Marketing Manager

CIRCLE READER SERVICE CARD NO. 86

#### BAHAMAS TOURIST OFFICE

30 Rockefeller Plaza

New York, N.Y. 10020

Phone (212) 757-1611

June G. Robinson

Manager, North American  
Convention & Meeting Sales

CIRCLE READER SERVICE CARD NO. 87

#### EL SALVADOR TOURIST COMMISSION

Calle Ruben Dario 619

San Salvador, El Salvador

Central America

Phone 22-3255 or 22-0960

Victor Martinez

CIRCLE READER SERVICE CARD NO. 198

Ad appears on  
cover II

#### GENEVA TOURIST OFFICE

1 rue de la Tour de l'Ile

Geneva 1204 Switzerland

Phone 022-287-233

Jane Peel

Promotion Manager

CIRCLE READER SERVICE CARD NO. 89

#### IRISH TOURIST BOARD

224 N. Michigan Ave.

Chicago, Ill. 60601

Phone (312) 726-9356

Maurice Dunne

CIRCLE READER SERVICE CARD NO. 90

### MEXICAN NATIONAL TOURIST COUNCIL

677 Fifth Ave.

New York, N.Y. 10022

Phone (212) 755-7212

John Doyle

Director, Group Travel

CIRCLE READER SERVICE CARD NO. 91

### PANAMA TOURIST BOARD

630 Fifth Ave.

New York, N.Y. 10020

Phone (212) 246-5841

Salvatore Puccio

Director of Marketing and Sales

The ideal vacation destination. Panama City and Contadora Island offer new hotels, casinos, shopping, water sports, excellent food and water, sun, fun and excellent group activities at reasonable prices.  
CIRCLE READER SERVICE CARD NO. 92

### ST. LUCIA TOURIST BOARD

220 East 42nd St.

New York, N.Y. 10017

Phone (212) 867-2950

Jane Nielsen

Media Director

Warren/Kremer Advertising, Inc.

97 Madison Ave.

New York, N.Y. 10016

St. Lucia, distinctive West Indies island for fun in the sun, has extraordinary sights, most friendly people, wide range of water and land sports, and undiscovered charms that shouldn't be missed.  
CIRCLE READER SERVICE CARD NO. 93

### ZAMBIA NATIONAL TOURIST BUREAU

150 E. 58th St.

New York, N.Y. 10022

Phone (212) 758-9450

Xen Vlahakis

CIRCLE READER SERVICE CARD NO. 26

Ad appears on  
cover IV

### HOTELS & RESORTS

#### AMERICANA HOTELS

605 Third Ave,

New York, N.Y. 10016

Phone (212) 557-1776

Dave Falor

Vice President, Sales

CIRCLE READER SERVICE CARD NO. 209

Ad appears  
on page 3

**BEACH CLUB HOTEL & CABANAS**  
3100 N. Ocean Blvd.  
Ft. Lauderdale, Fla. 33308  
Phone (305) 564-8502  
Jack Lindeman  
CIRCLE READER SERVICE CARD NO. 202

*Ad appears  
on page 5*

**BRECKENRIDGE HOTELS CORPORATION**  
2816 Breckenridge Industrial Court  
St. Louis, Mo. 63144  
Phone (314) 968-4110  
John R. Oberle  
Corporate Director of Sales  
New luxury hotels located in St. Louis, Kansas City, and St. Petersburg Beach, Fla. Ideal for individual or group leisure travel. All are located near major attractions.  
CIRCLE READER SERVICE CARD NO. 97

**BRISTOL PLACE HOTEL**  
Sutton Place Hotels, Ltd.  
950 Dixon Rd.  
Rexdale, Ontario  
Canada MSW5N4  
Phone (416) 677-9444  
Ruth Graham  
CIRCLE READER SERVICE CARD NO. 98

**CARUTH HOTEL & RESORT PROPERTIES**  
9300 N. Central Expwy.  
Dallas, Texas 75231  
Phone (214) 363-2431  
John Saich  
Managing Director  
CIRCLE READER SERVICE CARD NO. 210

*Ad appears  
on page 13*

**CONSTELLATION HOTEL**  
900 Dixon Rd.  
Rexdale, Ontario  
Canada M9W 1J7  
Phone (416) 671-1500  
John Wakely  
Sales Manager  
CIRCLE READER SERVICE CARD NO. 99

**CONTINENTAL HOLIDAY  
MANAGEMENT CORPORATION**  
750 Prospect Ave.  
Cleveland, Ohio 44115  
Phone (216) 241-1100  
Theodore Hall  
President  
CIRCLE READER SERVICE CARD NO. 101

## **DAYTONA OCEANS 11 RESORTS**

2025 S. Atlantic Ave.  
Daytona Beach Shores, Fla. 32018  
Phone (800) 874-7420 toll free  
(800) 342-5624 toll free in Fla.  
Sharon Mock  
Group Sales Manager

Ocean 11 Resorts — Six new full service oceanfront hotels. Convention facilities, restaurants, lounges. Minutes away from Daytona International Speedway, Jai Alai, dog track. An hour's drive from Disneyland and all major attractions.

CIRCLE READER SERVICE CARD NO. 102

## **DEL WEBB HOTELS**

P.O. Box 7548  
Las Vegas, Nev. 89101  
Phone (702) 385-7211  
Howard Goodwin  
Vice President of Sales and Marketing  
CIRCLE READER SERVICE CARD NO. 103

## **DIVERSIFIED HOTELS & TRAVEL**

900 Wilshire Blvd.  
Los Angeles, Calif. 90017  
Phone (213) 628-5218  
Henry Apfel  
Marketing Director  
CIRCLE READER SERVICE CARD NO. 104

## **DUTCH INN**

P.O. Box 22008  
Lake Buena Vista, Fla. 32830  
Phone (305) 828-4444  
Rick Burke  
National Sales Manager  
CIRCLE READER SERVICE CARD NO. 105

*Ad appears  
on page 87*

## **EUROBUILDING HOTEL MADRID**

580 Fifth Ave.  
New York, N.Y. 10036  
Phone (212) 765-2077  
Victor H. Rovell  
Sales Manager

Deluxe five-star hotel for groups, conventions, incentives and individuals. 450 rooms, 150 Eurosuits with private terrace, swimming pool, four restaurants, four bars, convention and banquet facilities, modern audio-visual equipment.

CIRCLE READER SERVICE CARD NO. 106

**GALT HOUSE HOTEL**

4th at River Rd.

Louisville, Ky. 40202

Phone (502) 589-5200

John Shake

Corporate Sales Representative

CIRCLE READER SERVICE CARD NO. 238

Ad appears  
on page 98**HOLIDAY INN, INC.**

750 Keamy St.

San Francisco, Calif. 94108

Phone (415) 433-3481

Tom Judy

Sales &amp; Marketing Director

Holiday Inn bonus discount coupons good at  
Holiday Inns in Reno, Las Vegas and San Fran-  
cisco.

CIRCLE READER SERVICE CARD NO. 186

**HARBOUR INN**

Beach Rd.

Harbor Springs, Mich. 49740

Phone (616) 526-2108

Nicholas C. Bicking

Owner/Manager

CIRCLE READER SERVICE CARD NO. 111

**HERSHEY MOTOR LODGE & CONVENTION  
CENTER****AND HOTEL HERSHEY**

One Chocolate Ave.

Hershey, Pa. 17033

Phone (717) 534-3172

Roger W. Conner

Director of Public Relations and Advertising

Hershey Motor Lodge offers 460 spacious  
rooms, 3 fine restaurants, a nightclub and  
spacious convention facilities. Hotel Hershey,  
a great resort of North America,  
has 150 luxurious rooms and  
continental cuisine.

CIRCLE READER SERVICE CARD NO. 108

**HORNE'S MOTOR LODGE**

3300 S. Orange Blossom Trail

(I-4 &amp; U.S. 17, 92 &amp; 441)

Orlando, Fla. 32805

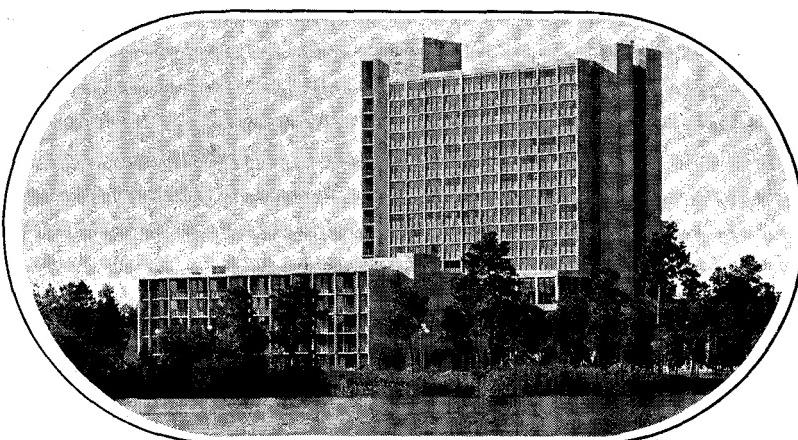
Phone (305) 422-4521

Marcy Gross

Director of Sales

157 comfortable rooms, conveniently located  
minutes from all central Florida attractions;  
swimming pool, meeting rooms, banquet fa-  
cilities for groups to 250, entertainment night-  
ly. Outside Florida call Toll Free (800)  
327-7794.

CIRCLE READER SERVICE CARD NO. 112

**HOLIDAY INNS, INC.**

3796 Lamar Ave.

Memphis, Tenn. 38118

Phone (901) 362-4224

James J. Hines

Commercial Sales Development

CIRCLE READER SERVICE CARD NO. 110

**HOLIDAY INNS —  
CARIBBEAN DISTRICT**

2201 Collins Ave.

Miami, Fla. 33139

Phone (305) 534-1511

John C. Zavitz

Director of Marketing

CIRCLE READER SERVICE CARD NO. 221

Ad appears on  
Cover IIIFor your GROUPS the **DUTCH INN HOTEL** now offers a very special  
package featuring . . . fine accommodations, airport transfers, sight-  
seeing and a special value "Magic Kingdom" ticket book with trans-  
portation.This complete GROUP package affords your people an opportunity to  
enjoy the Number One Vacation Destination in the World and at a  
very substantial price savings. Write me (or call collect) now for more  
details.

Warmest regards,

Saundra K. Cruz  
Group Sales Manager  
DUTCH INN RESORT HOTEL  
305-828-4444
**Dutch Inn®**

LAKE BUENA VISTA, FLORIDA

IN THE HOST COMMUNITY TO

CIRCLE READER SERVICE CARD NO. 105

**HOSPITALITY MANAGEMENT COMPANY**

1800 Two Turtle Creek Village  
Dallas, Texas 75219  
Phone (214) 521-4240  
Carl Affeld  
**National Group Tour Director**  
CIRCLE READER SERVICE CARD NO. 113

**HOTEL HACIENDA MAZATLAN**

Mazatlan, Mexico  
P.O. 1468  
Nogales, Ariz. 85621  
Phone (602) 287-5801  
(800) 528-9261 toll free

Alfredo Puchi, Jr.  
**General Director**

Mazatlan's only hotel that guarantees all ocean-view rooms, with private balconies directly facing ocean. All rooms are extra large, furnished with two double beds, T.V. Purified water. King sized beds are also available. Right on the beach.

CIRCLE READER SERVICE CARD NO. 115

**HOTELES MALLORQUINES**

211 E. 43rd St.  
New York, N.Y. 10017  
Phone (212) 687-4070  
Paul S. Vogel  
**Vice President**  
21 hotels, deluxe and first class, in Palma de Mallorca, Spain, Europe's most popular Mediterranean resort island.  
CIRCLE READER SERVICE CARD NO. 116

**HOWARD JOHNSON'S MOTOR LODGE**

4660 Ocean Dr.  
Laud by the Sea, Fla. 33308  
Phone (305) 776-5660  
Martha Norman  
**Office Manager**

Directly on the Ocean, 200 ft. of private beach, fresh water swimming pool & kiddie pool, poolside patio bar, Howard Johnson Restaurant on premises. 3 hours from Disney-land.

CIRCLE READER SERVICE CARD NO. 117

**HYATT HOUSE HOTELS**

1338 Bayshore Hwy.  
Burlingame, Calif. 94010  
Phone (415) 342-0200  
Joe Kordsmeier  
CIRCLE READER SERVICE CARD NO. 118

**KEystone LODGE**

3333 Quebec St., Suite 3300  
Denver, Col. 80207  
Phone (303) 321-1802  
Dorothy Moyer  
**Manager of Sales**  
CIRCLE READER SERVICE CARD NO. 119

**KIANDRA/TALISMAN LODGE**

Box 1028  
Vail, Col. 81657  
Phone (303) 476-5081  
Jack Lambert  
**Managing Director**

Slightly elegant Kiandra/Talisman Lodge. Luxury accommodations. Country charm for all seasons in Vail. Deluxe rooms and kitchenettes. Heated pools, saunas, convention facilities, comp coffee, country wagon, 3 delightful restaurants and lounges.

CIRCLE READER SERVICE CARD NO. 120

**LOEW'S HOTELS**

666 5th Ave.  
New York, N.Y. 10017  
Phone (212) 586-4400  
Paul K. Spaulding  
**Vice President, Sales**

First class hotel & recreational facilities available in New York, London, Montreal, Quebec City, Washington, D.C., Santo Domingo, D.R., Nassau and Monte Carlo, Monaco. Off-season dates available for fine, economical travel opportunities.

CIRCLE READER SERVICE CARD NO. 121

**MARRIOTT HOTELS, INC.**

8501 W. Higgins Rd., Suite 162  
Chicago, Ill. 60631  
Phone (312) 693-2044  
Steven J. Musatto  
**National Sales Manager**

One-stop shopping for Marriott Hotels, resorts, Inns and Sun Line Cruises. Toll free reservations (800) 228-9290. Also call Chicago sales office for free directory.

CIRCLE READER SERVICE CARD NO. 122

### **MT. WASHINGTON HOTEL**

Bretton Woods, N.H. 03575  
 Phone (603) 278-1000  
 (617) 969-6407

Normand H. Dugas  
 General Manager

A 10,000-acre majestic resort in the White Mountains of New Hampshire. 300 rooms, golf, tennis, horseback riding, bicycling, fishing, hiking, swimming.

CIRCLE READER SERVICE CARD NO. 123

### **OKLAHOMA RESORTS**

Oklahoma Tourism and Recreation Dept.

500 Will Rigers Bldg., Attn., RA  
 Oklahoma City, Okla. 73105  
 Phone (405) 521-3988

Carl Clark  
 Director, Promotion

Oklahoma resorts, seven lakeside hotels with cottages located in scenic state parks, offer golf, tennis, stables, swimming, fishing, hiking, etc., plus full convention and meeting facilities in Oklahoma, America Central.

CIRCLE READER SERVICE CARD NO. 124

### **PALMETTO DUNES RESORT**

P.O. Box 5606  
 Hilton Head Island, S.C. 29928  
 Phone (803) 785-1164 Group Sales  
 (803) 785-1161 Reservations  
 Dinah McGuire  
 Sales Manager

225 vacation villas and inn rooms. 3 miles of Atlantic beach. Two championship golf courses. Rod Laver tennis holidays. Fishing. Boating. Special year-round packages. Complete meeting facilities. The best of Hilton Head Island.

CIRCLE READER SERVICE CARD NO. 125

### **THE PLAZA**

Fifth Ave. at 59th St.  
 New York, N.Y. 10019  
 Phone (212) 759-9170  
 Mal Seymourian  
 Director of Marketing

CIRCLE READER SERVICE CARD NO. 126

### **QUALITY INNS**

10750 Columbia Pike  
 Silver Spring, Md. 20901  
 Phone (301) 593-5600  
 Al Power  
 Vice President, Marketing/Sales

CIRCLE READER SERVICE CARD NO. 127

**RAMADA INNS, INC.**  
 20 N. Wacker Dr.

**Chicago, Ill. 60606**

**Phone (312) 236-0515**

**William M. Hickey**

**National Sales Manager**

CIRCLE READER SERVICE CARD NO. 128

### **RAMADA INN SOUTHWEST**

2950 Reedy Creek Blvd.  
 Kissimmee, Fla. 32741  
 Phone (305) 846-4466

Pat Cummings  
 Director of Sales and Marketing

Description: 400 room resort. Adjacent to Walt Disney World. 2 restaurants. Lounge with entertainment. 2 pools, game arcade, gift shop, tennis courts. Discount room rates and package available for NIRA members.

CIRCLE READER SERVICE CARD NO. 204

Ad appears  
on page 10

### **SEPTEMBER DAYS CLUB**

**Days Inns of America, Inc.**  
 2751 Buford Highway, N.E.  
 Atlanta, Ga. 30324

Phone (404) 321-1133  
 Tom C. Lawler  
 Director

Club membership for 55 and older provides discounts on lodging, food, and other purchases at participating Inns. The fee is \$3.00 annually per household. *September Days* magazine subscription is included.

CIRCLE READER SERVICE CARD NO. 130

### **SHERATON HOTELS & INNS**

35 E. Wacker Dr.  
 Chicago, Ill. 60601  
 Phone (312) 263-4607  
 Hal Callis  
 Account Executive

Worldwide chain of over 380 properties — For group business also call — Toll free — (800) 621-5727. (800) 972-8282 in Illinois.

CIRCLE READER SERVICE CARD NO. 131

### **SHERATON OLYMPIC VILLAS**

6700 Sand Lake Rd.  
 Orlando, Fla. 32809  
 Phone (305) 351-2420  
 Jud Sanford  
 Director of Sales

Family accommodations include a full kitchen for \$5 extra and similar pricing for other family amenities. Ten minutes from Disney World, Sea World, Circus World. "Special Package" brochures free for distribution to employees.

CIRCLE READER SERVICE CARD NO. 229

**SHERATON TWIN TOWERS HOTEL**

5780 Major Blvd.

Orlando, Fla. 32805

Phone (305) 351-1000

Mike Nelson

Regional Sales Manager

CIRCLE READER SERVICE CARD NO. 233

Ads appear  
on pages 95, 97**STRAN HOTELS**

162 East 64th St.

New York, N.Y. 10021

Phone (212) 688-6456

Catherine Newman

Sales Manager, U.S.A.

European hotel chain of 38 hotels and inns in England, Scotland, Wales, Ireland, Paris and Amsterdam. Group rates available for 20 or more people.

CIRCLE READER SERVICE CARD NO. 132

**TIDES HOTEL & BATH CLUB**

Box 8337

N. Redington Beach

St. Petersburg, Fla. 33738

Phone (813) 391-9681

Phil Dross

Director of Sales

CIRCLE READER SERVICE CARD NO. 219

Ad appears  
on page 99**TRAVELODGE INTERNATIONAL, INC.**

250 TraveLodge Dr.

El Cajon, Calif. 92090

Phone (714) 442-0311

William H. Albinson

General Sales Manager

A nationally recognized chain of nearly 500 motels and motor hotels located in the USA, Canada and Mexico with attractive room accommodations at every property plus entertaining lounges and delightful restaurant services at each motor hotel.

CIRCLE READER SERVICE CARD NO. 133

**WESTERN INTERNATIONAL HOTELS**

2000 Fifth Avenue Bldg.

Seattle, Wash. 98121

Phone (206) 447-5274

Jim Weiss

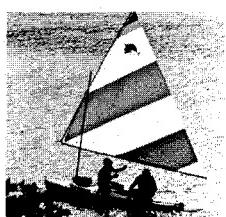
Manager — Travel Industry Sales.

Fifty superb hotels/resorts in U.S., Australia, Canada, Denmark, El Salvador, Guatemala, Hong Kong, Japan, Mexico, Norway, Philippines, Singapore, South Africa and Thailand. Partners in travel with United Airlines.

CIRCLE READER SERVICE CARD NO. 134

**Pleasure before, during and after business!**

That's what goes with meetings at Oklahoma's 7 scenic resorts. All seven overlook lakes in state parks. You can rent an entire resort or any part of one from Roman Nose with 20 rooms plus 14 cottages to Fountainhead with 106 rooms plus 104 cottages. Whenever you're ready — the resort with all its facilities is there to enjoy. ■ Landing strips are on the grounds or nearby with courtesy cars provided. Our free "Meeting Planner" will explain in full detail about the facilities, locations and our experienced staff that will help handle your meeting. If you'll write for it now, we'll give you 10% off your room, greens fee and golf cart. Send your name and address to: Meeting Planner/RM, Sales Manager, Division of State Lodges, Oklahoma Tourism and Recreation Department, 500 Will Rogers Building, Oklahoma City, Oklahoma 73105. (405) 521-3989.

**Themed/****Amusement Parks****ABC SCENIC ATTRACTIONS**

Silver Springs, Inc.

P.O. Box 367

Silver Springs, Fla. 32688

Phone (904) 236-2121

Barry Kenny

Director of Marketing

CIRCLE READER SERVICE CARD NO. 135

**BUSCH GARDENS**

P.O. Box 9158

Tampa, Fla. 33674

Phone (813) 988-5231

R. Steven Cooke

General Sales Manager

CIRCLE READER SERVICE CARD NO. 136

**HERSHEYPARK**

One Chocolate Ave.  
Hershey, Pa. 17033  
Phone (717) 534-3172

Roger W. Conner  
Director of Public Relations and Advertising  
One of America's great theme parks. One-price admission entitles you to unlimited use of 36 rides, 6 theme areas and top name entertainment. Truly a happy experience!  
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**MAGIC MOUNTAIN**

26101 Magic Mountain Parkway  
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Mendy Canto e Mello  
Tour & Travel Representative

An exciting entertainment complex offering rides to every member of the family including the world's most thrilling "white knuckler" rides, stage and theatre entertainment, food and fascinating shops.

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**JONES IS BACK, INC.**

Main Street  
Jones, Mich. 49061  
Phone (616) 244-5804  
Harvey J. Hoffman  
General Manager  
CIRCLE READER SERVICE CARD NO. 139

**KINGS ISLAND**

P.O. Box 400  
Kings Mills, Ohio 45034  
Phone (513) 241-5600  
Jerry W. Greager

**MARRIOTT'S GREAT AMERICA**

P.O. Box 1976  
Gurnee, Ill. 60031  
Phone (408) 988-1776 San Francisco  
(312) 249-2040 Chicago

Paul McCarthy  
Sales Manager

Two \$50 million family theme parks less than one hour's drive from Chicago and San Francisco. Over 100 thrill rides, attractions, show productions, restaurants, and gift shops. Special group rates and card club.  
CIRCLE READER SERVICE CARD NO. 144

**KNOTT'S BERRY FARM**

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Phone (714) 827-1776  
Randy Thomas  
Group Sales Manager  
CIRCLE READER SERVICE CARD NO. 141

**MEDINAH INVESTORS, INC.**

c/o Polar Dome Rt. 25 & 72  
Dundee, Ill. 60618  
Phone (312) 426-6751  
Bernard T. Clark  
Manager  
CIRCLE READER SERVICE CARD NO. 145

**LION COUNTRY SAFARI**

8800 Moulton Parkway  
Laguna Hills, Calif. 92653  
Phone (714) 837-1200  
M. Walker  
Director, Marketing  
B. Farrell  
Industrial Sales Representative  
200-acre themed wild animal park. Exciting drive through safari trails features hundreds of wild African animals. Entertainment camp offers a variety of rides, live shows and other exciting attractions.  
CIRCLE READER SERVICE CARD NO. 142

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7711 Beach Blvd.  
Buena Park, Calif. 90620  
Phone (714) 522-1154  
(213) 583-8025  
Julie Lovell  
Sales Coordinator

The biggest gathering of stars in the world, Movieland features over 230 life-like wax figures of movie and T.V. personalities presented in favorite scenes. Also, new California-style, outdoor plaza and restaurant open mid-June 1977.

CIRCLE READER SERVICE CARD NO. 146

**OLD CHICAGO**

555 S. Bolingbrook Dr.  
Bolingbrook, Ill. 60439  
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Mike Huling  
Marketing Director

Cobblestone floors and wooden balconies combine to make Old Chicago mall a relaxing and fun place to shop . . . and a complete amusement park. Open 365 days a year, in Bolingbrook, Illinois at Interstate 55 and Illinois 53.

CIRCLE READER SERVICE CARD NO. 147

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Sue Binford  
Sales Representative

America set to music — live musical productions. Music Americlub, a special coupon program for companies employing 300 or more. Package tours for groups or individuals. Grand Ole Opry bus tours originating from Opryland.

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Orlando, Fla. 32809  
Phone (305) 351-3600  
Travis W. Edenfield  
Sales Manager

Sea World's Dolphin Club Program provides a no cost benefit for your employees. Sea World of Florida is located just six minutes from Disney World. 7007 Sea World Drive, Orlando, Florida 32809 (305) 351-3600.

CIRCLE READER SERVICE CARD NO. 196

**SEA WORLD OF OHIO**

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Aurora, Ohio 44202  
Phone (216) 562-8101  
James W. Cleary  
Sales Manager  
Betty L. Gadd  
Exec. Director, Dolphin Club

70-acre marine life park features Shamu, the killer whale and seals, otters and dolphins in theme scripted shows. A water ski spectacular.

Cap'n Kids World, a great white shark exhibit, World of the Sea aquarium and more. Employee discount program.

CIRCLE READER SERVICE CARD NO. 149

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Silver Dollar City, Mo. 65616  
Phone (417) 338-8206  
Bob McConnell  
Sales Manager

The "Crafts and Entertainment Capital of the Ozarks" is 25% larger this year, with Rube Dugan's diving bell as a new attraction and 28 rare and historic crafts in action.

CIRCLE READER SERVICE CARD NO. 150

**SILVER SPRINGS, INC.**

P.O. Box 367  
Silver Springs, Fla. 32688  
Phone (904) 236-2121  
Barry Kenny  
Director of Marketing

4,500 acres of natural Florida featuring famous glass bottom boat, jungle cruises, reptile institute, deer park, and Cypress Point Island. Discount programs available to companies of 100 or more employees.

CIRCLE READER SERVICE CARD NO. 151

**WALT DISNEY'S MAGIC KINGDOM CLUB**

1313 Harbor Blvd. P.O. Box 4489  
Anaheim, Calif. 92803  
Phone (714) 533-4456  
Milt Albright  
Executive Director

CIRCLE READER SERVICE CARD NO. 152

**WEEKI WACHEE**

P.O. Box 97  
Brooksville, Fla. 33512  
Phone (904) 596-2062  
Patti Seaver  
Director of Sales

Weeki Wachee features include an exciting underwater mermaid show (with live mermaids!), exotic bird show, adventure river cruise, birds of prey show, nature trail and the cuddle corner petting zoo.

CIRCLE READER SERVICE CARD NO. 153

## WISCONSIN DELLS VACATION CLUB

P.O. Box 65  
Wisconsin Dells, Wis. 53965  
Phone (608) 253-3031  
Thomas Diehl  
Exec. Vice President

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Yosemite Mt.  
Fish Camp, Calif. 93623  
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Rudy Stauffer  
President

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CIRCLE READER SERVICE CARD NO. 155

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### ACCOMMODATION CONSULTANT SERVICES, INC.

3690 Orange Place  
Cleveland, Ohio 44122  
Phone (216) 464-5446  
Kenneth Dettelbach  
CIRCLE READER SERVICE CARD NO 156

### ADVENTURE HOLIDAYS INTERNATIONAL

337 Merrick Rd.  
Lynbrook, N.Y. 11563  
Phone (516) 593-2202  
Edward T. Heller  
Exec. Vice President  
CIRCLE READER SERVICE CARD NO. 157

### AMERICAN EXPRESS COMPANY

Travel Division  
American Express Plaza  
New York, N.Y. 10004  
Phone (212) 480-2270  
George Bradley  
Director, NIIRA Sales

Ad appears  
on page 4

Two words make all the difference in travel service: American Express. Quality in every phase of travel, with professional guidance backed by over 600 offices of American Express Company, its subsidiaries and representatives worldwide.

CIRCLE READER SERVICE CARD NO. 212

### AMERICANS ABROAD, INC.

1315 4th St., S.E.  
Minneapolis, Minn. 55414  
Phone (612) 331-7909  
William I. Holbrook  
President  
CIRCLE READER SERVICE CARD NO. 159

### AMOR TOURS

Paseo Gral Escalon 3913  
San Salvador, El Salvador  
Central America  
Phone 24-2034  
Jaime Arturo Morales  
Assistant Manager  
CIRCLE READER SERVICE CARD NO. 160

### ANDOVER TRAVEL

11 East 44th St.  
New York, N.Y. 10017  
Phone (212) 953-9680  
Burt Austin  
Director of Group Sales  
CIRCLE READER SERVICE CARD NO. 161

### EGR TRAVEL INTERNATIONAL, INC.

275 Madison Ave.  
New York, N.Y. 10016  
Phone (212) 725-1600  
John P. Kiley  
President  
CIRCLE READER SERVICE CARD NO. 163

### EIRE TOURS

2053 Flatgush Ave.  
Brooklyn, N.Y. 11234  
Phone (212) 377-6373  
Stephen F. Browne  
President  
CIRCLE READER SERVICE CARD NO. 164

**ELKIN TOURS, INC.**

6333 N. Milwaukee Ave.  
Chicago, Ill. 60646  
Phone (312) 792-3111  
Sanford M. Fever  
Regional Sales Manager

Large charter tour operator headquartered in Southfield, Mich. with offices in Chicago, Cleveland, Pittsburgh, Washington, D.C., and Atlanta (1/1/77). Specialize in all types of charters for employee recreation programs.  
CIRCLE READER SERVICE CARD NO. 165

**FESTIVALS, INC.**

Box 336, 86 N. Main St.  
Wallingford, Conn. 06492  
Phone (203) 265-2897  
Keith C. Kron  
President

Monthly departures from Hartford to Las Vegas. R/T United Airlines, hotel, transfers & baggage handling, from \$235. pp dbl. occ.  
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**GROUP CHARTER & TOUR CONCEPTS, INC.**

1 River Park Dr.  
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Phone (201) 899-7877  
Robert F. McErlean  
President

Wholesale and retail tour operator. Our only business is groups. We specialize in Germany, Austria, Switzerland and Hawaii, San Francisco and Las Vegas.  
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**GROUPTRAV INTERNATIONAL**

650 S. Olive St.  
Los Angeles, Calif. 90014  
Phone (213) 626-1341  
Herbert R. Medrow  
General Manager  
CIRCLE READER SERVICE CARD NO. 168

**HAWAIIAN HOLIDAYS, INC./  
WORLDWAYS TRAVEL**

711 Third Ave.  
New York, N.Y. 10017  
Phone (212) 687-7400 Executive Offices  
Arnold H. Light  
Director of Marketing  
Major tour operator and professional marketing/travel organization serving both vacation and business travel markets for two decades. Hawaii and California primary destinations. Voluntarily bonded for a half-million dollars.  
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Hal Engler  
Vice President/Sales  
CIRCLE READER SERVICE CARD NO. 170

**INTERNATIONAL WEEKENDS, INC.**

120 Water St.  
Boston, Mass. 02109  
Phone (617) 227-6868  
Stephen Sauter  
Sales Manager

IW arranges inexpensive 1 and 2-week charter tours to Paris, the Alps, Hong Kong, and beyond. These include air transportation, hotel and much more. For details, call Stephen Sauter at (800) 225-6705  
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387 Park Ave. South  
New York, N.Y. 10016  
(212) 889-1890  
Frederick Thoelke  
Sales Manager  
CIRCLE READER SERVICE CARD NO. 172

**LOYAL TRAVEL, INC.**

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Phoenix, Ariz. 85023  
Phone (602) 248-5037  
John W. Powell  
President  
CIRCLE READER SERVICE CARD NO. 173

**KINTETSU INTERNATIONAL EXPRESS**

1270 Avenue of the Americas  
New York, N.Y. 10020  
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Yoshihide Hattori  
General Manager  
CIRCLE READER SERVICE CARD NO. 230

**RUSSIAN TRAVEL BUREAU, INC.**

20 East 46th St.  
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Elisabeth Sawa  
Director of Operations  
Special interest groups, 10 to 500 persons, 8, 10, 15 days, unique destination. Operating employee groups since 1972. Write for free "Russian Travel Primer."  
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**SITA WORLD TRAVEL, INC.**

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Phone (213) 487-0210  
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Exec. Vice President

Worldwide tour operators. New for 1977,  
weekly charters San Francisco/Manila 17 days  
\$599 including Philippine Airlines DC-10 Jet  
and first class hotel. Other charter tours  
available. Send for folder.

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Don Watson  
President

CIRCLE READER SERVICE CARD NO. 189

**SUNBOUND INTERNATIONAL TRAVEL**

24 Park St.  
Brookline, Mass. 02146  
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Donald Hootstein  
President

CIRCLE READER SERVICE CARD NO. 176

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Clayton H. Taylor

President

Quality service ground operator on  
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tours include airport transfers, deep sea fishing,  
SCUBA, snorkeling, sightseeing, shopping,  
water skiing, nightclubs, picnics. Discounts for  
individual employee travel, too. Free  
brochure.

CIRCLE READER SERVICE CARD NO. 177

**TOURMOBILE**

900 Ohio Dr., S.W.  
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Phyllis Tate  
Sales Manager

Narrated shuttle tours of Washington and  
Arlington Cemetery. Includes stops at 15  
historical sites, memorials, museums. Begin at  
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year-around. Adults \$4.00; Children \$2.00.

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# **TEAMWORK.**

**That's what it's all  
about.**

And in the coming year our  
teamwork will benefit you with  
special packages to Walt Disney  
World, Sea World, and  
Star's Hall of Fame.



**Sheraton-  
Twin Towers**  
SHERATON HOTELS & INNS  
WORLDWIDE  
5780 MAJOR BOULEVARD  
ORLANDO, FLORIDA 305/351-1000

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**SAVE MORE CLUB, INC.**

1100 South Trail, Suite 305

Sarasota, Fla. 33577

Phone (813) 955-4255

Ron Gabel

Vice President

National travel club offers lodging, food, travel service discounts at hundreds of participating hotels, recreation facilities, car rentals, attractions, etc. nationally. Corporate group purchase plans offer substantial savings on business travel expenses.

CIRCLE READER SERVICE CARD NO. 185

**TOUR WEST, INC.**

Box 333

Orem, Utah 84057

Phone (801) 225-7600

Russell H. Hansen

President

CIRCLE READER SERVICE CARD NO. 208

Ad appears  
on page 7

**VENTURE TOURS**

6607 18th Ave. South

Minneapolis, Minn. 55423

Phone (800) 328-4618

(612) 861-7426

Donald F. Fleming

Vice President, Sales

One of the nation's largest Orient and South Pacific wholesalers specializing in group tours to the Pacific for recreation associations, vacation clubs, conventions, and special interest groups of 10 to 1000 members.

CIRCLE READER SERVICE CARD NO. 203

Ad appears  
on page 8

**U.S. VISITORS BUREAUS****HOWARD COUNTY**

Department of Industrial Development

3450 Court House Dr.

Ellicott City, Md. 21043

Phone (301) 465-5000

Walter Henley

CIRCLE READER SERVICE CARD NO. 218

Ad appears  
on page 99

**LOUISVILLE VISITORS BUREAU**

Founders Square

Louisville, Ky. 40202

Phone (502) 583-3377

Richard B. Carlin

Manager

CIRCLE READER SERVICE CARD NO. 182

**NEW YORK CONVENTION & VISITORS BUREAU, INC.**

90 East 42nd St.

New York, N.Y. 10017

Phone (212) 687-1300

Charles Gillett

President

CIRCLE READER SERVICE CARD NO. 183

**U.S. VIRGIN ISLANDS DIVISION OF TOURISM**

307 N. Michigan Ave.

Chicago, Ill. 60601

Phone (312) 329-1814

Rafael K. Jackson

Regional Director

CIRCLE READER SERVICE CARD NO. 184

# professional services directory



CIRCLE READER SERVICE CARD NO. 13

LAND AND RECREATION PLANNING AND DESIGN

ONE MONY PLAZA • SYRACUSE, NEW YORK 13202 • 315/475-4157

recreational planning • programming • design • consultation

Hugh G. Goldsmith & Associates, Inc.

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They bring you information about products and services which dependable business firms make available to your program—and which your program needs.

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So, when you communicate with them, take a moment to let them know that you appreciate their support of, and participation in, NIRA—and that you read their advertisement in RECREATION MANAGEMENT.

**ROY McCLURE**  
Chairman of the Board  
National Industrial  
Recreation Association

## TEAMWORK. That's what it's all about.

And in the coming year you will meet the teams that help make the Sheraton-Twin Towers, the hotel that is it.



**Sheraton-  
Twin Towers**  
SHERATON HOTELS & INNS  
WORLDWIDE  
5780 MAJOR BOULEVARD  
ORLANDO, FLORIDA 305/351-1000

CIRCLE READER SERVICE CARD NO. 233



## *you're always a winner in Louisville*

A warm and gracious welcome awaits NIRA members and their employees at the home of Thoroughbred Racing.

You'll be a winner, too, when you bring your group to the Galt House for a weekend of racing, good food and live entertainment. A tradition of "Southern Hospitality" awaits you in historic Louisville!

For some other interesting ideas for your group, including a riverboat trip on our cherished paddle-wheeler, the Belle of Louisville, contact John Shake, our NIRA Representative in the Sales Office.

### *Louisville's Thoroughbred*

Fourth & River Road  
Louisville, Kentucky 40202  
(502) 589-5200

GALT  
HOUSE





## MEET YOUR BOARD



**Jerre Yoder** was elected NIRA Treasurer in May 1976. He is Chief of Employee Services for the Fort Worth Division of General Dynamics Corporation.

Yoder holds a degree in Accounting. Between 1968 and 1973, he worked as an accountant and auditor for General Dynamics. In late 1973, he became Manager of the Division's large and active Recreation Association. In April, 1976, Yoder was promoted to his present position overseeing recreation

and many other employee benefits.

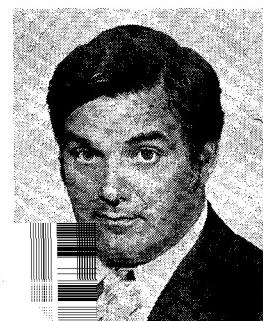
Yoder was instrumental in organizing the thriving Dallas/Fort Worth Metroplex Recreation Council (MRC). He served as its Vice President of Programs in 1975 and was elected Council President in 1976. Also in 1975-76, Yoder was the Junior Director from Region VI. His term as Treasurer expires next May.



**Gloria Boyles** became a Junior Director in May 1976. She represents Region I.

Boyles is Recreation Coordinator for Union Carbide Corporation in New York City. She also acts as Executive Secretary of the Carbide Club, the corporation's employee association, and directs the Union Carbide Glee Club. She began her career with Union Carbide in the Corporate Accounting Department and moved into full-time recreation work six years ago. She will

serve as a Junior Director until May 1977 when she will become a Senior Director and her region will elect a new Junior Director.



**Ray Kapper**, CIRA joined the NIRA Board of Directors last May as Junior Director from Region II. He heads the recreation program for Firestone Tire & Rubber Company in Akron, Ohio.

Kapper has been a high school basketball and football coach. He worked as a recreation leader for civic and religious groups as well. Active politically, Kapper was elected President of the Akron City Council and is a former candidate for Mayor of Akron. Last July, he was a delegate to the Democratic National Convention.

The highlight of Kapper's recreation career at Firestone came in 1975 when his program won the Citizen's Savings Award. **RM**

Employee Activities Director:

## HOWARD COUNTY MARYLAND

presents

Diversified Programs of Activity  
and  
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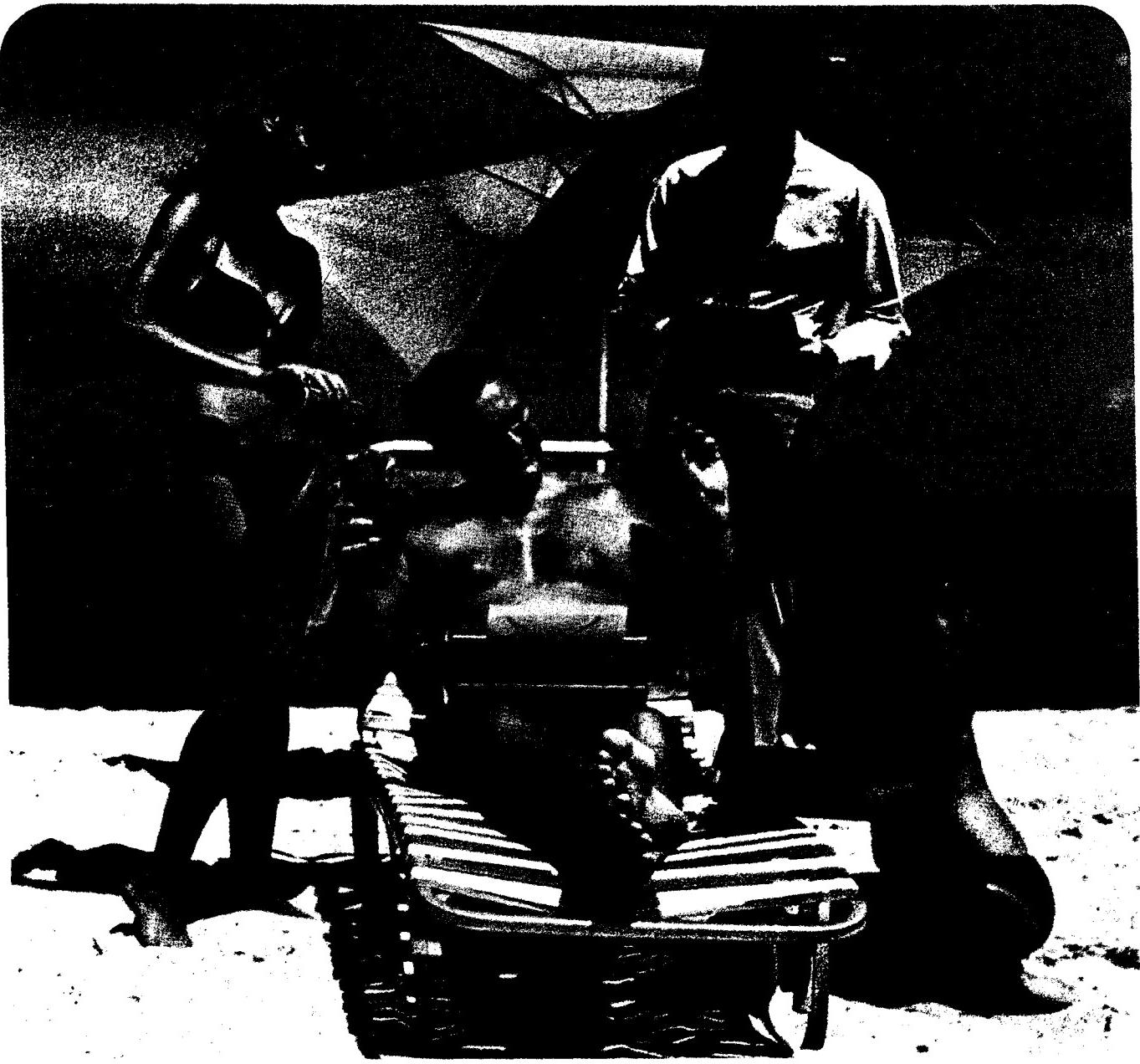
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